

PRINTERS'

Registered U. S. Patent Office

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Developing an Account

We like to think of developing accounts at Advertising Headquarters.

When our relations began with Dr. Hess & Clark, Ashland, Ohio, their advertising expenditure was small and their business was small.

But both have grown.

It is not just a coincidence that Dr. Hess & Clark have become the largest manufacturers of live stock preparations in the world.

They have been consistent and persistent advertisers. Legitimate, certain growth was their

object, and under our guidance they realized that this could never be attained by "advertising spasms" and "fliers".

They have never faltered. A nice co-operation between our clients and ourselves has enabled them to reap the full fruits of their advertising campaigns.

For seventeen years we have had continuous pleasure in participating in their councils and assisting them with their merchandising problems.

They furnish a conspicuous example of what we mean by a developing account.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Nov. 25, 1920

Are You In Doubt?

READ THIS—

Charles H. Sabin, president of the Guaranty Trust Co., N. Y. City, and one of the best known financial authorities in the country, says:

"This country will harvest this year one of the largest crops in its history. Its transportation congestion has been relieved, and its railroad system is for the first time in a decade on a sound financial and operating basis. We have passed through a national election and are assured four years of sane administration of public affairs. Our banking system has withstood the greatest credit strain in its history, and is on a sound and workable basis. The accumulated surplus of five years of splendid prosperity is stored in many ways for our continued use. The markets of the world demand our products, and a great mercantile marine is prepared to transport them. This country has not been over-built or over-extended in any of its underlying activities, and faces no programme of readjustment along these lines such as usually precipitates panic conditions. We are in the soundest financial industrial and political condition of any important nation in the world."

The Standard Farm Papers

Western Representatives
STANDARD FARM PAPERS, INC.
Conway Building, Chicago



Eastern Representatives
WALLACE C. RICHARDSON, INC.
95 Madison Ave., New York City

All Standard Farm Papers are members of the A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXIII

NEW YORK, NOVEMBER 25, 1920

No. 8

Where the Personnel Decides the Policies

Promotion Meetings Held by Lyon & Healy Departments Encourage Rank and File to Voice Ideas, Thus Increasing Sales and Efficiency

By C. M. Harrison

ONE of the country's most successful publishers, who is known to practically all the readers of *PRINTERS' INK*, admitted to the writer in a conversation recently that he had risen to his position largely upon ideas and inspiration he had got from those associated with him.

"Some men," he said, "have ideas without knowing it. They have so little confidence and belief in themselves that they have little respect for the emanations of their own brains. Then there are others who are too lazy to think things through more than a half or a quarter of the way. Still others get ideas that they fail to realize upon because they lack the initiative, perseverance and courage to push them through."

"Before I came into this business," the publisher continued, "I learned from others. Every now and then some fellow worker would tell me of some little thing he had thought of—or some big thing. He might venture the guess that possibly such and such a thing could be done if some other things were done and so on. These chance conversations usually started something to work in my mind. And time and again the ultimate result was that I put across some worth-while idea. I honestly believe that this, rather than any originality of my own, was the thing that finally made me one of the executives of this business."

The incident of the publisher

is mentioned here, not because it is dramatic or especially new, but rather because of its refreshing originality. You can't find many big executives who will be quite that frank. Neither would this experience be duplicated in a great number of cases. But every executive will admit that he needs the ideas of others to help him hold his job and to make his business or department advance.

"No executive knows it all," said Columbus Healy, of the firm of Lyon & Healy, manufacturers of musical goods, Chicago. "If in the beginning he had thought he knew it all he never would have advanced. This is why we in this firm want men who can think as well as work. We want the benefit of their brains—of the ideas they originate. This is the most effective way of making the business grow in the highest and best sense."

"Why is it that men do not offer more suggestions? As I see it this is due to two general reasons. In the first place there is in most organizations some kind of institutional politics. Men are guided and controlled by this rather than by the dictates of their own minds. This may make them afraid of their department heads or somebody else to the extent of causing them to submerge their own personalities or to make their thoughts hedged about by all sorts of impediments."

"The second difficulty is that men are self conscious. They can-

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not do themselves justice when called upon for suggestions or they try to suggest what they think would be the popular thing.

"I have called men into my office here and have asked them questions about their parts in the business. I have sought their opinions as to this or that. The experience has been discouraging and the results negligible because so many would spar around, try to get my opinion of the matter under consideration and then color their answer accordingly. It is a difficult thing indeed to get anything like a frank statement out of some employees. They simply won't talk unless they can tell you something pleasant or unless they have a pretty good idea that what they are going to say is in line with your ideas."

Considerations similar to these advanced by Mr. Healy were back of the system of promotion meetings which Lyon & Healy have inaugurated to get the very most out of their employees. Last year 124 of these promotion meetings were held representing various departments in the business.

The plan now has been systematized to an extent that each department knows exactly for several weeks ahead just when its various meetings are to be held. Some departments meet once a week.

A WIDE-OPEN ADVERTISING POLICY

For example, the advertising department conference takes place every Tuesday morning at ten o'clock. Every Wednesday morning at ten o'clock the national advertising is discussed at a conference. This works out so as to include every department. Certain departments meet twice a month and others once a month.

The whole plan is carefully mapped out in advance, as already has been said, so that practically all the principal employees of the business, including all the house salesmen, road salesmen, advertising department and others, including both the wholesale and retail ends, know just what meetings they are going to attend, what time and where.

At certain meetings the heads of the business are present as part of the regular arrangement. They attend other meetings also as they can.

A Lyon & Healy promotion meeting is presided over as a general thing by the head of the department. Attending it will be salesmen working in that department, probably a representative from the advertising end, some of the factory people, stock men and such others as may be necessary. The chairman prepares an outline in advance which is to be the basis for the discussion at the meeting. He reads the topics one by one and then the discussion becomes general.

The utmost freedom in these discussions is the rule. Everybody is encouraged to speak right out in meeting. Sometimes the debate gets hot. The department head may find himself sat upon or commended. Ideas are ripped apart and some real ones manufactured out of the wreckage. Warm discussions are likely to be prolific in brilliant sure-fire ideas. At least this has been the case in the Lyon & Healy meetings.

Each paragraph in the outline prepared by the chairman is numbered in army style so each can be drawn off and sent around. A competent stenographer "takes" a report of the meeting and later a digest is written and given general circulation, not only among those who attended, but other departments that may be able to get some good from the discussion.

The promotion meetings have grown to be regarded so important to Lyon & Healy that seldom is a momentous move of any kind taken in any department before it is first submitted to the members for discussion and suggestions. In effect a plebiscite is taken before any big thing is done.

The results have been highly pleasing and resultful.

A recent meeting of one of the departments which may be known here as Department X, gives a good idea of the way the plan works out. Through the kindness of Mr. Healy, the writer is able

THE WORLD'S GREATEST FAMINE



40,000,000 People In Five Provinces of China Are Facing Death By
Starvation, Cold and Disease

THE CHRISTIAN HERALD "CHINA FAMINE FUND"

Is the Only Officially Recognized Channel Through Which
American Relief Can Flow

President Wilson:

"My most hearty approval and applause."

Secretary of State Colby:

"The Department, realizing the urgent need of relief . . . will be glad to facilitate the forwarding of funds."

Livingston Farrand, American Red Cross:

"The American Red Cross is deeply interested in the Christian Herald China Famine Fund, and endorses most heartily the plan of the Christian Herald."

W. W. Yen, Minister of Foreign Affairs, Peking:

"I take this opportunity to thank the Christian Herald on behalf of the Government and people of China for coming to the relief and assistance of a friendly nation in the present emergency as it had done twice before in 1907 and 1911."

CHRISTIANITY'S GREATEST OPPORTUNITY

*Will You Help? Make Check Payable to "Christian Herald
China Famine Fund, 105 Bible House, New York City"*

to present the topics discussed at that meeting and the report on the same, although both are somewhat disguised here for policy reasons. The meeting was held at ten o'clock, on November 5.

First, the chairman gave out a report showing in a general way the department's progress for the year thus far. He told of the general slowing up of business, and gave a survey of the entire field. Discussion was invited and even insisted upon. Some most excellent ideas came out. The suggestions were widely divergent. Some thought prices should be reduced still more. Others thought that the house should stand pat in this respect and try to make up the sales deficiency through renewed advertising activities.

The next number of the programme was an exhibit of advertisements and drawings of specific application to that department. The four things considered under this head were an illustration by Cottrell, a half-page by Whitney, small repeater advertisements by Edmunds and suburban advertisements by Johnson.

The matter of a Christmas poster came up. It was decided that a design should be chosen that would not be out of season before the end of the holidays and one that would be seasonable during the holidays.

Under the head of "Our National Advertising" a resumé of plans for the forthcoming year was considered. Suggestions were invited to make the national advertising link up with all other publicity and sales plans.

The matter of show windows arose. Mr. Stewart, the head window-dresser, told of a recent visit to the East and the new ideas in music window trimming that he had got. There was a discussion of ideas for Christmas displays. Suggestions were invited for making Lyon & Healy displays more interesting.

Lyon & Healy maintain a concert hall where daily Victrola recitals are given. At this department meeting the concert hall came up for discussion in two respects. Ideas were sought as

to the feasibility of featuring children's records on Saturday and for having instrumental demonstrations during the rush period of the day.

MEETING REPORTED FOR ATTENDANTS

The report of the meeting, which was sent around a few days later, gave a list of those present and reported briefly topic by topic on what was done. The numbers of the topics on the report corresponded to those on the outline.

It was reported that Mr. R. had opened the meeting by stating that an increased volume of business had been indicated, but that there were indications of a falling off on the Pacific Coast, and that steps must be considered to offset this condition. Mr. S. said that with the return of people from the country an opportunity would be offered to increase the volume of sales on the larger instruments.

The report relative to advertising told about Mr. B. reporting that the advertising during the fall had brought good results, and of his suggestion that the house concentrate on full pages in the local newspapers for the forthcoming month and drive the advertising home. This matter was referred to the secretary, to be laid before the general advertising committee.

Mr. J. suggested that initial payments on instruments sold on the installment plan at retail be increased. This brought a hot discussion, with a result that the matter was referred to the secretary, to lay before the credit committee.

Mr. W. brought up the advisability of changing the design on Style C models to make it more timely. The meeting was in favor of this as being a good step. The secretary was instructed to take the matter up with the factory so that new designs might be submitted.

The concluding feature of the meeting was the exhibiting, explaining and discussing of charts. One showed the sales of the department contrasting those of 1919 and 1920. Another contrasted the advertising for the same period.



When father was a boy—

a yank in the dark on the string tied to his big toe warned him that the circus was arriving. In the hour before dawn the turnip watch inherited from great-grandfather was comparatively useless.

Father would have regarded the possibility of a watch that shows its hands by night as something supernatural. Yet most every boy today can easily afford such a timepiece.

Many products scarcely dreamed of when father was a boy are now plain matters of fact. Advertising has helped to bring this about. As boys accept improvements, they are firm in demanding the best and

latest in their home and play.

Boys read advertising exhaustively, and are partial to its message. Advertising plans that consider boys' influence on the buying habits of a nation reckon wisely and profitably.

Profitable as is the direct influence of the boy population, it may be reached economically through THE AMERICAN BOY, for more than a generation boydom's favorite magazine, with more than 500,000 boy readers averaging between 15½ to 16 years old. Its sales-producing power is immediate, its good-will building tremendous

THE AMERICAN BOY as boy group
"The Biggest, Brightest, Best Magazine
for Boys in All the World" succeeds boy
group, year after year.

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices: 286 Fifth Ave., New York. 1418 Lytton Building, Chicago

Dramatizing the technical point of difference

*How one manufacturer is increasing volume
by creating an individuality for his product*

HOW can my product be individualized? How can it be made to 'stand out' in its field?"

With a period of intense competition ahead, this question is today becoming increasingly important to many manufacturers. And often the answer is far from obvious.

Even when the product itself or the processes of manufacture offer a definite point of difference, this may frequently seem too technical or too vague to be of real value in selling and advertising.

It is a problem of this sort which has been recently solved for Barreled Sunlight, the Rice Process Mill White for factory interiors.

First in the field with a practical white paint for factory walls and ceilings, the makers of Barreled Sunlight played a leading part in converting American manufacturers to the creed of "More Light."

This task is now accomplished. It is common knowledge that white paint is today used in nine out of ten plants, except where it is impractical, as in blast-furnaces.

And now numerous so-called "mill whites" have been put on the market by competing firms. Most of these are today "flat" paints—far less efficient than Barreled Sunlight, which is a gloss paint made by a special process. But being lower in price, per gallon, "flat" paints are used by many manufacturers.

These manufacturers do not fully appreciate that it is a basic difference in structure that gives gloss paint its big advantage. This difference involves little known, though important, technical facts.

Gloss Finish
PaintFlat Finish
Paint

Rub your finger over dirt-resistant gloss paint. It will not leave a mark. Then note the smudge your finger leaves on the porous surface of flat finish paint.

In building sales today for Barreled Sunlight, it is these facts which must be presented to the men who have a voice in determining the selection of paint. How can this technical difference be brought home to them in a clear, convincing way?

To meet this situation, the simple graphic test illustrated above has been developed.

A finger rubbed over the surface of "flat" paint invariably leaves a smudge. The surface of this paint is rough and porous. It collects dirt quickly and soon loses its light-reflecting power.

On gloss paint no mark is left by a finger. Its surface repels dirt and dust. That is one reason why Barreled Sunlight remains white longest. It saves money on recoating and gives better light.

This striking test, illustrated in Barreled Sunlight advertising, has awakened widespread interest among the buyers of paint. For many years the largest selling paint of its kind in the world, Barreled Sunlight is today creating for itself an individuality which promises even more conspicuous leadership.

For the last eight years it has been the privilege of the J. Walter Thompson Company to co-operate with the U. S. Gutta Percha Paint Company in presenting Barreled Sunlight to its logical purchasers.

J. WALTER THOMPSON COMPANY
NEW YORK . CHICAGO . BOSTON . CINCINNATI . LONDON

Still another showed the ratio of sales to callers.

The advertising department has its meeting every Tuesday morning at eleven o'clock sharp with the directors of the house. This has to be conducted on a strict schedule, as usually many things come up for discussion and decision. The new art sketches and ideas for text usually are taken up first. Then come various routine advertising propositions. The advertising staff is present and on occasion heads of departments or principal salesmen.

The advertising conference goes into details exhaustively, as is shown by these three topics that were among the many discussed at a recent meeting:

First, arrange for advertising in national mediums on special repeating feature.

Second, have photographs made of type "Y" cabinets. Arrange advertising in the San Francisco newspapers.

Third, change details on style "X" in poster and have showing made in north section of the city.

On Wednesday morning at ten o'clock the national advertising conference is held. This follows the general line of the Tuesday meeting. At this meeting representatives of the agency handling Lyon & Healy's account are present. They present their report and give their ideas, which are acted upon then and there.

AGENCY CONTACT

The writer happens to be well acquainted with the advertising agency man who has charge of this account, and so made bold to ask him about his Wednesday morning sessions with the advertising manager and the others.

"I am there every Wednesday morning at ten o'clock," he said. "I had better be, because that is absolutely the only time in the week when I can get a hearing. The company is unapproachable at any other time. Wednesday morning is my time and I utilize it to the limit.

"At first this impressed me as not being nearly enough. But then I reflected that it came fifty

times a year and that I could absolutely depend upon that time every Wednesday morning at ten o'clock. What big concern is there that has fifty conferences with its advertising agency in one year? There may be such, but I never heard of it. Just consider how great a saving of time is effected by this unusual system and what an immense amount of advertising consideration thus is crowded into one year. I dare say that if it were not for this iron-clad rule and systematic laying out of time, Lyon & Healy would not confer with us much if any more than half the times that can be worked in under the present arrangement."

The foregoing is a fair example of what goes on in the various department meetings.

"The effect of these meetings," Mr. Healy said, "has been to expedite all the business of this house, to save our time, to enable us to get our work done quicker and more systematically. But the greatest thing, I believe, has been in the way they have developed our men.

"After attending a few of these promotion meetings a man working in a certain department is likely to forget his self consciousness. He can be sure when he advances an idea that it will get a fair hearing in the open. No department head or other kind of boss can sidetrack or pigeonhole the idea, even though he may be so inclined.

"I am not touching upon anything peculiar to this organization, but rather am alluding to business concerns in general where any number of people are employed, when I say that too often initiative and development among employees is stifled because of a fear of the department head. Or if it is not fear it is an exaggerated sense of loyalty.

"The greatest need in any business is men. We honestly believe that our system of promotion meetings has done more to develop men than any other agency. It gives them self confidence. It frees them from any possible unfairness on the part of their immediate superiors. In short, they

PICTURES—

—tell a sales story without stumbling over pebbles or bumping into clouds.

BIG SALES IDEAS—

—require big presentation. No medium is more impressive than

POSTERS—

—24 sheets—200 square feet—of colorful lithography and *SELLING PUNCH*.

When may we talk it over?

IVAN • B • NORDHEM COMPANY

Poster Advertising in the United States and Canada
8 West 40th Street New York City
Bessemer Building Pittsburgh, Pa.

have a chance to grow. If they have anything in them it will come out.

"Many times men have been promoted as a result of ideas they have advanced in these meetings and because of the good fights they put up in behalf of the ideas. Under ordinary circumstances they perhaps would have gone along for months without their ideas coming to light. Possibly the ideas never would have come out. It isn't every man you know that possesses the great gift of selling himself. He may not realize how good he is or what he has. It is up to the boss to discover him. If he is afraid to speak or if he has not the opportunity to speak, then the boss never may find him out. Many an overly modest fellow of wonderful potential capacity is working along in a one-horse job today simply because he never had the opportunity to sell himself into a better one.

"The thing that makes the small business so efficient is that the heads of the business are able to keep in close personal touch with the men. The heads personally supervise the whole thing. In a big business this is impossible. One of the tragedies of a business like ours is that we executives do not get in touch with our men, except the leading ones. We want them to know we are human—that we are ordinary flesh and blood people who are eager to give a square deal in return for the same thing extended to them.

"Through the promotion meetings we are able to meet men whom we otherwise perhaps never would see. It stands to reason that the executive heads of this business cannot attend all the meetings. But we try to make the entire rounds every few months. The personal relations we thus are able to establish and promote are worth the cost and the effort that the whole system necessitates.

"Another big thing about promotion meetings of this kind is that they enable us to make our policies plain to our people. We have certain straightforward clean-cut principles from which under

no circumstances will we deviate.

"Let me give you an example. Recently we discovered that pianos were not selling at all briskly in our retail department. The same thing, of course, was true in retail piano stores all over the United States. We decided that the price would have to be cut and that widespread advertising should be put out announcing the cut. The thing came up in the weekly promotion meeting of that department.

"Most of the men expressing themselves agreed that a cut was necessary. And then there were several ingenious excuses advanced that should be put in the advertising to tell the people why. This gave one of our executives an opportunity to say some plain things about honesty and straightforwardness in the piano business. In fact, the only reason in the world we were cutting the price on these pianos was we could not sell them at the old price. Why, therefore, beat around the bush and put in a lot of high-sounding talk to the effect that we recognized the necessity of reducing prices and that we were doing all this in an altruistic effort to help the people cut down the high cost of living.

"Then the executive said something about ideals in business and insisted very emphatically that, various impressions to the contrary notwithstanding, there really were ideals in business and that this house never would sacrifice them for mere money or to save its face.

"The outcome was the advertising reducing the prices in pianos simply stated that the pianos were being offered at reduced prices. This was absolutely all there was to it. We lost money on the items at the prices we sold them. We wanted to clear them out. We couldn't afford to have such high-priced merchandise around on a descending market."

Emery to Represent "The Etude"

The Etude, Philadelphia, has appointed J. T. Emery, New York, as Eastern advertising manager.

Des Moines is the geographical as well as the political center of Iowa. It is the retail and jobbing center for over a million people.

The Des Moines Sunday Register is a "big league" Sunday newspaper.

It covers the center two-thirds of always prosperous Iowa with a paid circulation of over 80,000 (more than any three other Iowa Sunday papers combined).

Eight page gravure section, edited in Des Moines and printed by Alco-Gravure, St. Louis.



We are strong
on personal co-
operation.

**The Register and Tribune Co.
Des Moines**

Gardner Cowles, Publisher
Harry T. Watt, Adv. Mgr.

REPRESENTATIVES .

I. A. Klein
Metropolitan Tower
New York
John Glass
Peoples Gas Bldg.
Chicago

W. R. Baranger Co.
San Francisco
Los Angeles Seattle

Nov. 25, 1920

Nov.

Collier's

THE NATIONAL WEEKLY

5¢ a copy

Collier's, The National Weekly.



And now

LISTERINE TOOTH PASTE

YOU will be delighted with it, a scientific tooth paste made by the makers of Listerine!

Listerine Tooth Paste is based on our forty years' observation of mouth hygiene.

So it is made to clean your teeth perfectly and to help you take care of them. It tastes like Listerine; you will notice the same clean after-taste from its use.

When you buy Listerine "Brush Paste" you'll find an especially interesting circular in the box. It's put there for your benefit, and we advise you to read it.

This circular tells you carefully and simply—in a way that you can understand—why Listerine Tooth-Paste is the right dentifrice to use.

Especially the circular tells you why you should use it. Read the circular first before starting to use the paste.

LAMBERT PHARMACAL COMPANY

SAINT LOUIS U.S.A. 

Listerine Tooth Paste and Collier's

The Lambert Pharmacal Company has chosen Collier's as the backbone of the national advertising campaign for Listerine Tooth Paste.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

Nov. 25, 1920



How the Market Leans towards Package Oats in Baltimore

NATURALLY the market tendency is toward the best known brand—the brand that has established itself through advertising.

As a consequence other brands are greatly overshadowed, but there's no reason in the world why they cannot attain an equally high percentage of distribution and sales.

Baltimore is unexcelled in its responsiveness! It is the eighth largest market in the United States and of a size to warrant a far greater consumption of oatmeal. But, like the public everywhere, Baltimoreans prefer advertised brands. Therefore, if you would make YOUR oatmeal a leader, increase its consumption by MERCHANDISING it thoroughly and ADVERTISING it broadcast, not spasmodically, but constantly and persistently, through Baltimore's great afternoon paper, The NEWS, which is the counselor, adviser and ally of the people.

Take cognizance of NEWS influence by the fact that Baltimore has 120,000 homes, 90,000 of which are occupied by white people who speak English, and that out of its total circulation of a little more than 100,000, The NEWS sells 87,000 every afternoon in Baltimore city.

Our Package Oats report contains interesting data, including names of brands on present market, percentage of sales and distribution, activity ratings, reports of wholesalers and retailers, together with valuable information covering cost of newspaper advertising. In requesting a copy write on your business stationery.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Frank S. Webb
Advertising Manager

The Dining Car as an Advertisement

Railroads Again Making Capital of Good Service in the Dining Department

By J. G. Condon

CONSIDER the dining car! Not the stereotyped chain of rolling restaurants which existed during the days of the late but unlamented United States Railroad Administration, but the diner of yesterday—and maybe to-morrow—when tourists and other travelers sought out a particular route because of the excellence of the service to be found on its cars. Then people talked of the meals they got on such and such a trip and became valuable boosters for the railroad they patronized. Such dining car departments were distinct advertisements for their lines.

Then came the Railroad Administration. Perhaps it would be difficult to imagine a department in the whole national transportation system which underwent such changes and where traditions were more completely upset than in dining car service. Memories of the conditions that obtained still remain in the public's mind, the standardized *table d'hôte* meals particularly. As good intentioned as this idea may have been, Government operation offered few more vulnerable spots.

From Portland, Maine, to Portland, Oregon, there was complaint. It placed the old lady with indigestion and the four-year-old youngster in a position where they must eat sample portions of soup, fish, broiled chicken, boiled potatoes, succotash, lettuce salad, apple pie and coffee for dinner, no matter what their individual tastes demanded, and the traveler on a trans-continental trip often times found himself confronted with identically the same daily meal from coast to coast. It will be recalled that the Administration ordered a rotation of menus on the various lines but failed to fix days for each. As a result, Mon-

day's meal on the Pennsylvania might be Tuesday's on the Chicago & Northwestern, Wednesday's on the Great Northern, etc. The man who "always eats steak" on a dining car found it was a case of "roast lamb or nothing" frequently and the car-sick woman faced more serious ailments at the thought of a course dinner when all she wanted was tea and toast.

Even before the Railroad Administration had breathed its last the *table d'hôte* dinner, as a compulsory feature of dining car service, had been relegated to a Limbo from which it is unlikely to return. Dining car superintendents quickly learned that the plan was not the excellent food conservation measure those who had urged it had contended. They pointed out that under it lots of food cooked in advance was thrown away because uncalled for and at the same time called attention to the growing number of lunch baskets in the sleeping cars and parlor cars as well as in the day coaches. Passenger traffic men of the railroads, trained to sense the public's wants, joined them in a determined protest and between them a return to the old system of *a la carte* was forced, with permission to operate *table d'hôte* meals on certain cars or trains where the public seemed to favor the arrangement.

COMPANIES STRIVE TO REGAIN LOST GOOD-WILL

With the owning companies back in control of their properties, a determined effort has been made to restore those old conditions which made so many dining cars the most pleasant features of railroad journeys. The task has not been an easy one. Like every other branch of railroad labor, advances in wages of dining car

Nov. 25, 1920

cooks, waiters and stewards have been manifold. Most of the employees, previously unorganized, were brought into unions, too, tending to increase costs further, while advances to other classes of labor have more than doubled the cost of car maintenance.

These conditions, aside from any question of the cost of food, have tended to elevate the prices on the menus and thrust to the forefront a question to transportation men as old as dining car service itself.

Should dining cars pay a profit or be operated as an advertisement for the railroad without regard to financial results?

There are varying views on the subject. As a general rule, however, it may be safely said there are but extremely few railroads that break even, much less show a profit on their dining cars. One middle western line's dining car department earnings are just 65 per cent of its expenses, and it is more than likely there are several to whom this service is even more expensive—if considered by itself.

But should the dining car's financial results be considered without regard to other factors? It is the same old question—one not only of interest to railroad men but to executives in other lines. And is it proper to regard a dining car service of particularly excellent quality an advertisement of the line and charge the difference between earnings and expenses to that account?

SPECIAL FEATURES RETURNING

Many railroad companies, whether they work out just this way or not, to all intents and purposes reach the same conclusion. They make the service in their dining cars something distinct and then proceed to let the traveling public know that it is there. Who has forgotten or is likely to forget "the Route of the Big Baked Potato?" Its fame traveled all over the United States and there can be no question that it attracted patronage to the Northern Pacific which might

easily have been influenced to other lines. Not necessarily did the lure of that smoking one-pound tuber, so effectively pictured, force prospective travelers to decide on the Northern Pacific when planning a trip, but it won attention for the line and as such was good advertising of the character which helps people to make up their minds as to what they want. How much the Northern Pacific thought of it is indicated in its recent publicity which proclaims "Great Big Baked Potatoes Are Again Being Served on Northern Pacific Dining Cars."

Other railroads have specialized on some feature of their menus and used them to good effect in advertising. The Denver & Rio Grande's timetable folders and other literature carry a small reminder that fresh mountain trout is to be had daily on its cars, and the Lackawanna boasts of the excellence of the chicken pie always to be found on the menus of diners operating on its line.

Dining car department superintendents are not as one regarding the value of advertising of this sort. Constant contact with the public at one of its most critical periods has forced them to study the smallest details of the business and has made them psychologists of no mean ability.

"No, sir," declared the head of one department operating many cars recently, "none of that stuff goes on my cars. One time I specialized on pork sausage and buckwheat cakes and it was advertised strongly, not only on the menu cards but in the timetables and various other places. What was the result? Everyone asked for sausage and buckwheat cakes and it seemed impossible to carry on the cars enough to supply the demand. When we didn't there was trouble and the most strenuous sort of kicking. No matter how much we explained that there had been a particular demand for that item on the bill and the supply had been exhausted, it never got over. People who had their mouths all fixed for sausages and buckwheats were dissatisfied with

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anything else and went away with gourches which didn't do our line a bit of good. No matter how good whatever else they ordered may have been, they kicked. No, sir, none of that on my cars!"

This brings up a peculiar bit of the psychology of the traveling public known and puzzled over by all dining car stewards and their superiors in this branch of railroad work. One of the dining car superintendents, on a line operating out of Chicago, expressed it this way:

"A man can dine at any one of the Michigan avenue hotels and get the most unsatisfactory service or even bad food (although I do not mean to imply that there is cause for frequent complaint on either account at any of these hotels), and he will put it down as merely an accident, one of those things likely to happen anywhere and say no more about it. He soon forgets it completely and the next time he is in Chicago he will patronize the same hotel without any question. But let him get a cold cup of coffee, or a surly waiter or a soiled menu card or a tough piece of steak on a dining car and he will tell the whole car about it, write to the management complaining about it and take to using a competing line, if such a thing is possible. I don't know why unless it is the peculiar combination of unsatisfactory service with the ordinary discomforts of travel. Maybe one's nerves are more susceptible to such things when one is traveling."

Perhaps it is because of a realization of this condition that some railroads have specialized on the character of service in their dining cars. This, of course, depends greatly upon the human element, and fortunate indeed is the line with stewards endowed with peculiar tact and finesse calculated to put travelers in a good humor almost against their will. The Chicago, Milwaukee & St. Paul had one operating on an evening train from Chicago to Milwaukee, who is famed in the story and song of travelers. They

longed for an opportunity to ride on his train. The Santa Fe has had several, particularly one who was frequently found on the evening train out of Kansas City for Chicago.

SANTA FE'S VALUED REPUTATION

Santa Fe dining car service always has been popular and successful. "Fred Harvey meals 'all the way,'" says a recent bit of the Santa Fe's printed matter which tells a story of good meals, excellently served, to all who know anything of traveling. It is a question as to how much the magic name of Fred Harvey has added to the Santa Fe's passenger earnings, but the Santa Fe management apparently overlooks no opportunity to couple it up with its trains in discussing its transcontinental service with the public.

Other railroads are seeking in many ways to capitalize their dining cars. The Rock Island is a leader in this direction. "Rock Island Meals Are the Best on Wheels," declares a slogan being used extensively, and a recent circular distributed by this railroad includes the following tempting invitation to the diner:

"From earliest times in the history of English-speaking peoples the words 'At the Sign of' have suggested good things to eat.

"Under the Sign of the Sheffield Arms, the Sign of the Golden Crown, or some like legend, the famous old taverns of England flourished, and since their day there have been many similar gathering places for epicures, both in England and America, each enjoying its full measure of popular favor.

"But never was there a place more tempting or a meal more satisfying to the traveler than that served to-day under the Sign of the Rock Island Shield. Aboard the Rock Island, the familiar 'First Call' for breakfast, luncheon or dinner in the dining car strikes an unusually responsive chord."

But if the tempting viands to be found under the Shield of the

Rock Island strike a "responsive chord," it is likely the advertising of the Nickel Plate in its folders and otherwise has the same effect upon its patrons. "Dining Car Service on all Trains," declares this matter of fact and to the point advertising. "A la carte service at very moderate prices ranging from 25 cents up. Club luncheon, 75 cents. Coffee and sandwiches served at reasonable prices to passengers in day coaches by waiters from our dining cars."

Persons who ordinarily fear to go into dining cars because of the prices undoubtedly will welcome information of this character and the mention of "sandwiches" will appeal to many travelers who have sought in vain to purchase such familiar articles of food on the dining cars of some of the larger eastern carriers.

The idea of serving coffee and sandwiches and fruit to coach passengers from the dining cars is a growing one and immensely popular—and dining car superintendents who have adopted the practice declare it is a source of considerable revenue, while in no way tending to reduce the ordinary dining car receipts.

Just now dining car service is receiving considerable attention from railroad executives. Most of them are not seeking so much to make their cars producers as to make them builders of goodwill. They realize it will take years to reinstate the old time courtesy into ticket-sellers, trainmen and station agents, but in their diners they have an opportunity to touch the traveler at a most interesting point of contact. If the way to a man's heart is through his stomach the dining car occupies a more vital position than almost any branch of railroad service just now. Goodwill means almost everything at this time to the transportation companies, and if the existing friendship of the public can be maintained and increased, it is well worth while to let red figures dominate the returns from this department. Experience will prove it is money well spent.

Fritz J. Frank Heads Iron Age Publishing Co.

Fritz J. Frank has been made president and treasurer of the Iron Age Publishing Company, New York, publisher of *The Iron Age*. Mr. Frank has been in the publishing field since 1898, beginning as Western manager of *Mines and Minerals*. He started with *The Iron Age* in 1910 as New York manager, became secretary in 1912, and in 1918 was made vice-president.

As president and treasurer, Mr. Frank succeeds W. H. Taylor, who recently resigned on account of ill health and who is now in Florida. Mr. Taylor also resigned as director and treasurer of the United Publishers' Corporation. The vacancies caused by these resignations were filled by the election of Mr. Frank as secretary of the United Publishers' Corporation, succeeding A. C. Pearson, who was made treasurer, and by the election of C. S. Baur, advertising manager of *The Iron Age*, to the board of directors of the corporation.

"Paul Jones" Middies to Be Advertised More Extensively

Carl Bartle, head of the copy department of Donovan-Armstrong, Philadelphia, has resigned to become advertising and sales-promotion director for Morris & Company, Baltimore, manufacturer of "Paul Jones" middy blouses. He will assume his new duties December 6. The company has under way plans for an extensive advertising campaign.

"I am not one of those who believe there should be a let-up in advertising merely because business is going through what has been called an 'after-the-war readjustment,'" Mr. Bartle tells *PRINTERS' INK*. "Morris & Company are determined that their advertising campaign next year shall be more extensive than ever."

Hammermill Advertising Staff Changes

Harrison Baldwin, for some years assistant advertising manager and copy writer in the Hammermill Paper Co., Erie, Pa., has been transferred to the sales department in special sales-promotion work. Lou J. Epply has been made assistant advertising manager. William E. Marsh, for many years editor at the Oklahoma City branch of the Western Newspaper Union, has been added to the copy staff.

Charles W. Chabot continues as advertising manager.

Joins Franklin Printing Company

J. Weldon Meade, Jr., classified advertising manager of the *Philadelphia Press* before its consolidation with the *Public Ledger*, has joined the sales force of the Franklin Printing Company, Philadelphia.

City
Population
1,823,779



Seal of Philadelphia

Separate
Dwellings
390,000

If you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be "Put it in The Bulletin."

Dominate Philadelphia

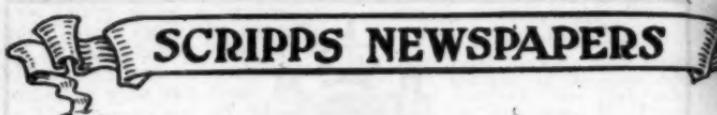
Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

In
Philadelphia
nearly everybody
reads the
Bulletin

Net paid average circulation for the six months ending October 1, 1920, as per U. S. Post Office report: 488,151 copies a day.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.



The Evansville Press

THE population of Evansville, Indiana, is 85,264, a gain of 23% in ten years.

Eighty per cent of PRESS circulation is in the city of Evansville, The PRESS having more city circulation than both the other papers combined. The PRESS has more CITY circulation than the total circulation of the afternoon paper.

The PRESS is 14 years old. It is a three cent afternoon newspaper, the subscription price having been raised five months ago. The following tabulation is compiled from postal statements of the Evansville newspapers for the six months ending September 30, 1920, and 1919.

	Sept. 30, 1919	Sept. 30, 1920	
The PRESS . . .	15,574	16,362	815 GAIN
Evening Journal	16,184	11,392	4,792 LOSS
Morning Courier	22,897	22,271	626 LOSS

The PRESS is a clean, interesting, home newspaper. It has shown a steady growth and was the only newspaper to show a gain for the six months ending September 30, 1920, over the corresponding period of 1919.

A complete analysis of the Evansville situation will be furnished on request to The Foreign Advertising Department of The Scripps Newspapers.

SCRIPPS NEWSPAPERS



TWENTY-TWO trading areas—nearly a million families—can be reached for quick sales promotion by advertising in The Scripps Newspapers.

The twenty-two Scripps newspapers are:

Akron Press	Memphis Press
Cleveland Press	Oklahoma News
Cincinnati Post	Portland (Ore.) News
Columbus Citizen	Sacramento Star
Covington (Ky.) Post	San Diego Sun
Dallas Dispatch	San Francisco Daily News
Denver Express	Seattle Star
Des Moines News	Spokane Press
Evansville Press	Tacoma Times
Houston Press	Terre Haute Post
Los Angeles Record	Toledo News-Bee

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG.

Chicago Office: 1ST NATL. BANK BLDG.

Nov. 25, 1920

AUTOMOBILE ADVERTISERS

No theory of advertising in Chicago is half so dependable as these simple facts:

In October, 1920, automobile, truck, tire and accessory manufacturers and dealers used more space in The Chicago Daily News than in *all other Chicago afternoon papers combined*. The facts in lineage:

The Daily News.....	87,635 lines
Post.....	55,707
American.....	11,119
Journal.....	19,104

Total all other evening papers combined.....	85,930 lines
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During the same month The Daily News printed *nearly twice as much* automobile, truck, tire and accessory advertising as *both the morning papers combined*, six days against six. The facts in lineage:

The Daily News.....	87,635 lines
Tribune.....	43,379
Herald-Examiner.....	8,141

Total both morning papers com- bined.....	51,520 lines
--	--------------

These simple facts can not be altered by theory. Nor can this additional (and very important) one: *Seven out of every nine adults in Chicago and suburbs who read the English language read The Daily News.*

Always demand the facts about automobile advertising in Chicago.

The Daily News First in Chicago

Why Not Advertise as Though You "Meant" It?

Has Your Advertising Grown "Soft" Like Your Salesman?—Will It Make Good in a Buyers' Market?

By R. N. Rhodes

IT is probable that a certain well-known mail-order house would not have been so well known had it not been for a greenhorn advertising manager.

When this young man arrived one Monday morning to take the advertising reins of the business, this being his first advertising management, he was summoned at once by the president of the concern.

"In going over the matters left by your predecessor," he said, "I find that he has taken care of all the fall advertisements with the exception of one half-page advertisement in one of the women's magazines, which he seems to have overlooked. The art work is done and the plate has been ordered and is due to-morrow, I understand, but no copy has been written. I wish you would write some copy for this half-page. You haven't much time, as the magazine closes next Thursday, but go to it. And," he added with a smile, "be sure and work out your own idea. Don't merely copy what we've been saying, for we are hoping you will say it better."

Business called the president to Boston that night and he left without thinking another thing about that half page. From Boston he went to Cleveland, and nearly two weeks passed before he returned.

Meanwhile, the young advertising manager had been sweating blood over the copy for that advertisement. He had spent hours and hours over it, but it didn't sound right. It didn't read as smoothly as the concern's usual copy, and he couldn't make it, somehow. Nor could he crowd his ideas into as few words.

Only those who have been through the agony of writing a first advertisement can know what

he suffered for three days, with his whole reputation depending on what he produced.

And then to have to send it off to the magazine without the president having seen it!

It was a trembling young man who faced that gentleman upon his return from Cleveland. On the president's desk was a proof of the half-page advertisement "as inserted" in the magazine.

The president tried to be kindly, but what he pointed out to the miserable young man was enough to make him realize that he was never cut out for an advertising copy writer.

The copy was crude. Just a mess of facts set down with deadly logic. No polish or romance or color to it. Nothing of the big institutional spirit the house affected. And long—far too long. The magazine had been obliged to set it in six-point type, solid, to get it into the mortised space left for copy.

The president was terribly disappointed, and the advertising manager was broken hearted.

IN SPITE OF THE DOPESTENS

Three months later one line on the Catalogue Request Chart on which was recorded the returns from the various magazine ads began to shoot out beyond all the others at an astonishing rate and it kept shooting out day after day.

By the end of a month it had established a new record for returns for the business, outpulling any advertisement, regardless of size, the concern had ever run, even slightly bettering the record of a double-spread in a big weekly publication.

Inevitably it was the half-page with the "impossible" copy.

The president, being a banker type, and not a merchandise man

Nov. 25, 1920

himself, couldn't understand it. It was his wife who finally explained the mystery. Being a man of investigating habits, he took home proofs of half a dozen different ads one night and handed them to her. "One of these six advertisements is outpulling all the others, Mary," he said. "I wish

just what to do in such a definite way that it is hard to resist. It really doesn't read so smoothly as the others, but it's so much in earnest. It seems as though you meant it."

Which explains why that concern's advertising style changed very suddenly and why the greenhorn advertising manager soon rose to a high position in the company.

He had started out with the naive assumption that advertisements were intended to produce business, and not merely to advertise or educate, and he got business by his very earnestness.

It seems as though this is an opportune time to tell that little story, for a glance through the advertising pages of our dealer and consumer publications shows a tendency that must be watched, in the interest of business and of advertising—the tendency to strive too hard for "effect."

The advertising business, like every other business or profession, seems to run in fad-cycles. A few years ago it was "reason-why" copy, at another period it was "atmosphere" and then it was "human-interest," and now the "institutional" idea seems to be in the spotlight.

All of these ideas have well earned their service stripes, for they have done big things for advertising and business.

But nearly all of them have also been carried to an extreme, and that danger now threatens institutional advertising. Some of the institutional advertisements one sees these days are so big and impersonal and institutional that they leave the reader cold and uninterested.



A baked Premium Ham for Christmas

The spirit of real, old-time Christmas expresses itself in abundance—an abundance of good cheer and charity—of fun and frolic, a house full of people and plenty of good things to eat.

Let abundance reign in the dining room—with a fine tender baked Premium Ham on the sideboard—decked out in泌t and gold.

Swift & Company, U. S. A.

Swift's Premium Ham



SWIFT DOES NOT SIDESTEP THE PURPOSE OF ITS ADVERTISING

you'd see if you can tell me which one."

"This one," she said without hesitation, after she had read them all through, and she handed him the "hopeless" advertisement.

"Why?" he demanded.

She thought for a second. "I don't know just how to say it, but the others seem to be striving a wee bit for an effect, while this one seems to beckon to me and then convince me and then tell me

While that type of advertising may have been tolerable during the sellers' market in which we have recently been doing business, it is time to realize that to get business now one must go after it.

Plenty of manufacturers and merchants who could afford to be very up-stagey during the past two or three years find that they must now come right down to the footlights and woo the house with all the art they can muster.

And they must do the same thing with their advertising if they are going to make it an investment and not an expense.

It is no time now for mere name publicity.

A few months ago a salesman could send in his card to a buyer and the door would swing open to him instantly; the buyer was anxious to see him; he wanted to beg him for some merchandise.

And more than one manufacturer and merchant allowed himself to be fooled into thinking that

at last the importance of his business was recognized. It was no longer a mere business, it was an "institution" and must be advertised in a big, important way along institutional lines.

"Let's sell the *institution*" came to be a stock phrase in advertising parlance.

And so new "institutional" campaigns began to crop up here and there, and many an advertiser, being in the enviable position of being oversold for months to come, fell into the way of thinking that he need no longer advertise anything much but his name, in the right kind of an atmosphere. Which, admittedly, in cases was all that they dared advertise for fear of creating *too* strong a demand for any given product and making people feel provoked when they couldn't get it.

The result was that much advertising got "soft," just as many salesmen got "soft" during the recent market. And just as many

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

businesses have had to shake up their sales forces and put some punch and purpose into them, just so many businesses seem to need to put more earnestness, more of the quality of *meaning* it into their advertising space.

This doesn't mean that every business should forsake its institutional advertising style and jump into long spellbinding copy, or catalogue-style copy aimed to sell "things" from pictures and descriptions. What it does mean is that for the sake of better business it would be well for every man who has anything to say or do about any firm's advertising to be mighty careful about merely "selling the institution" and letting it go at that. It would be well for all of us to keep in mind this thought: This advertising is meant to get definite *action* favorable to this business.

It isn't a matter of saying this with words or pictures; it is a matter of registering it with *ideas*, whether expressed in type or art form, of getting across the feeling which the mail-order house president's wife experienced in the case of the half-page advertisement when she said, "It seems as though you *meant* it."

This doesn't require getting away from a fine big advertising conception of a business or product; it merely means being *definite* in the idea one is putting across, doing it *temptingly*, and then telling the reader in some way what he or she needs to know in order to turn interest into action favorable to the advertising.

One very happy example of such advertising is the Swift Premium Ham advertisement running in full color in the Christmas magazines. It so well illustrates the point that it is reproduced on page 26. In plain black and white the picture loses much of the richness of the oil-painting effect of the original. But even this reproduction gives an idea of the largeness of the handling and the Swift institutional tone of the entire advertisement.

Note that without losing anything in breadth, the advertise-

ment features a definite article—a ham—tied up to a definite suggestion: "A baked Premium Ham for Christmas."

And read the copy through carefully:

"The spirit of real, old-time Christmas expresses itself in abundance—an abundance of good cheer and charity—of fun and frolic, a house full of people and plenty of good things to eat.

"Let abundance reign in the dining-room—with a fine, tender, baked Premium Ham on the side-board—decked out in holly and surrounded by all the delicacies known to Christmas cheer.

"Swift's Premium is the ham always chosen when quality and fineness of flavor are desired. No need to parboil it before broiling or frying. It comes just right.

"Order a whole ham—you can easily use all of it during the holidays."

Note how direct it is in its suggestion, how definite in selling points, yet how full of uncommercial Christmas feeling, too!

It has that spirit of *meaning* to say something and saying it as though it was *meant*, and then carry the reader as far along the road to favorable action as possible. It is definite sales-producing advertising, yet who shall say that it lacks in atmosphere or institutional value?

Yet if any advertiser could afford to fall back on a name and a picture, Swift & Company is that one.

Let us make no mistake, with both the dealer and the public holding off from buying, thinking to bring prices still lower, it is *sales* that will count during the next year or two. Mountains and mountains of institutional prestige don't impress bankers very much; they won't loan money on it to any great extent in this market. It is orders that must keep businesses on their feet. We are all demanding sales of our salesmen to-day. Why should we not make the same demand of our advertising? Why, in short, should we not advertise as though we really *meant* it?



Use Color

The advertiser who secures color representation in THE PEOPLE'S HOME JOURNAL combines in his announcement the attraction of beauty, the certainty of a responsive audience and the sales-producing potency of an All-the-Family appeal.

**The People's Home Journal
NEW YORK**

For 35 Years the Magazine for Every Member of the Family



"In profound appreciation of the boll-weevil, and what it has done as the herald of prosperity, this monument is erected by the citizens of Enterprise, Coffee County, Ala."

A monument to the boll-weevil —a boon to Southern farming

It is indeed an ill wind that blows no one good.

Instead of leaving destruction in its path, as expected, prosperity has followed in the wake of the cotton boll-weevil which forced Southern farmers to take up diversified farming.

From a one-crop section the South has developed into the greatest diversified farming region of the United States. It took the boll-weevil to awaken the Southern farmer to the fact that his soil and climate could grow any crop—usually to greater profit and in larger quantities than it could be grown elsewhere.

Now—instead of depending on cotton alone as their money crop, Southern farmers are bringing to market bumper crops of sugar-cane, peanuts, sweet-potatoes,

corn, rice, wheat, vegetables and fruits of all kinds.

The South is rapidly becoming a live-stock section, and is believed by experts to be the future corn-raising region of America.

The South is prosperous, and is only entering into its era of prosperity. The prosperity of the rural districts is reflected in Southern cities.

Manufacturers of the North and West who overlook the South are passing up a wonderful market of over thirty millions of people who are producers of raw materials and who look to the North and West for their finished products.

The way to reach this market is by advertising in the daily newspapers of the South. Sell it South—through Newspapers.



Sell It South Through Newspapers

THE SOUTHERN NEWSPAPER
PUBLISHERS ASSOCIATION

Chattanooga, Tennessee

Nov. 25, 1920

Try it out in Representative Milwaukee

Leading Food Advertisers Merchandise Milwaukee with One Newspaper

Some of the leading food advertisers who used The Journal exclusively during the first 10 months of 1920—

Bunte's Cocoa	Pillsbury Flour Mills
Brer Rabbit Molasses	Ralston's Purina
Barrington Hall Coffee	Royal Baking Powder
Florida Citrus Exchange	Shredded Wheat
Foulds Milling Co.	Salada Tea
Kingnut Margarine	Sauer's Extracts
Walter M. Lowney	Sheboygan Beverage Co.
Lipton's Tea	Virginia Dare

Why have these leading food advertisers used The Journal exclusively?

The Journal reaches 80% of the 600,000 people in the Milwaukee market at a rate of 20c a line. To reach 100% it would require all papers at a rate of approximately 75c a line.

Here are the facts—what would you do?

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

Advertising's Concern with the Paper Situation

Whole Industry Is Vitally Interested in Congress's Attitude toward Wood-Pulp Supply

Special Washington Correspondence

THE current discussion about the cost of the agate line, the cost of newspaper publishing, the cost of making catalogues, and the cost of general advertising material revolves about a few great cost factors, one of which is paper.

Paper, especially newsprint, is costly because it is scarce and growing scarcer.

It is scarce and growing scarcer because the wood-pulp supply is dwindling.

The wood-pulp supply is dwindling because the timber from which it is made is disappearing from those areas that can be reached by the mills.

The fact that pulp timber is disappearing is alarming enough in itself, but there is the additional fact that no effort is being made to replace it.

It is not being safeguarded or replaced because there is no national policy insuring such action.

There is no national policy in operation because the people who consume large amounts of paper including advertisers, have never demanded one from their Government with sufficient emphasis and persistence.

This is a summary of a situation which the president of the American Paper and Pulp Association calls "actually critical" and which led him to declare only a few days ago that the end of the printpaper supply is in sight unless something is done. He thought that we could go on as we have been doing for not more than fifty years.

There is scarcely an advertiser, a newspaper publisher, a printer, a catalogue builder, or a user of the mails, that is not concerned in such a situation.

The trouble is that they have all heard about it before. They have heard about it so often that

they no longer pay heed. They think that somehow, somewhere, somebody will take action toward remedial measures. They forget that remedial measures are adopted by nobody anywhere unless somebody gets behind them and pushes them with an energy that will not be denied.

FUNDAMENTALLY A PROBLEM FOR GOVERNMENT ACTION

The only agency that can enact a national programme that can safeguard our timber, wood-pulp and paper supply is Congress. Congress has had the subject up before.

It is perhaps inevitable in a democracy—especially one which has as two cardinal principles freedom of speech and freedom of the press—that those most interested in any legislation do their little best to talk it to death before they try to galvanize the corpse into legal action. There has been a huge amount of paper wasted expressing various official views on what might or should be done, and as yet no single sheet bearing upon it anything concrete in the form of legislation which will actually protect our resources, add to them, or provide for an increase in the demand for wood pulp in the future.

True, there have been bills proposed and regulations made; some of them have even gone through a part of the usual process and been argued about, and received more or less enthusiastic endorsement from various Government agencies already interested, but none of them (outside such laws as govern the Forest Reserves and the Forest Service, and which had inception and execution long before any shortage of newsprint was felt) has resulted in Congressional action.

Whether the coming session of Congress will do anything, or

whether it will regard this need as material for the new Congress, is, of course, so unknowable that a prediction would be futile.

Among the important pieces of legislation proposed is the Poin-dexter bill (U.S.S. 3555), which, if enacted into law, would authorize the Secretary of Agriculture to make a survey of pulp woods on the public domain and to prepare a plan for the reforestation of pulp-wood lands, appropriating the round sum of one million dollars for the purposes stated. This bill was referred to the Senate Committee on Agriculture and Forestry.

It is common Senate Committee practice to get a report upon whatever proposed legislation seems worthy of such attention, from Government agencies interested, and later, if the matter is open to controversy, to hold public hearings in regard to the merits or demerits of the bill, in order that all interested may have a chance to express their views and bring to the notice of the committee whatever facts on all sides have a bearing on the matter at issue.

Senator Gronna, then, asked the Secretary of Agriculture for a report on S. 3555 and Mr. Houston made reply. While signed by the Secretary of Agriculture and thus having in full his endorsement, it is hardly to be doubted that the report, was prepared by the Forest Service and its experts, and expresses the opinion of the best talent available to Uncle Sam as to the feasibility of the proposed plan.

The bill as proposed goes much deeper than its brief title would indicate. While the United States Government owns and controls some 150,000,000 acres of forest land (an area seven times that of the State of Indiana), and while much of this timber is potentially paper, no survey which was confined only to national forests, and no reforestation scheme which was applied only to national forests, could much more than touch the edges of the great problem which confronts every user of pa-

per made from wood. The Poin-dexter bill, however, is aimed at a survey not only of lands under Government control but of timber land in national forest, Indian reservation and "on private lands intermingled therewith which are suitable for pulp wood for newsprint and other forms of paper."

In addition to asking for a survey determining the location, kind, quantity and character of timber on both public and private lands, the bill as written requires from the Secretary a report to Congress not only upon current consumption and protection of pulp woods, but "a plan for assuring a sufficient supply for future use."

Of this bill Mr. Houston said, "This bill, in the opinion of the Department of Agriculture, offers the first real opportunity to get at the fundamental causes of the present and past difficulties connected with the production of newsprint and other forms of paper and to furnish the basis for a definite provision for the future."

CANADA ENTERS THE PROBLEM

No intelligent consideration can be given the pulp-wood situation as it exists, not only for the United States, but for the entire civilized world to-day, without a knowledge of the relations which our wood, pulp and paper industries sustain to those of Canada, and of the situation as it has developed between these two countries. It is the intention of PRINTERS' INK to set forth the matter in controversy between the two countries, and the sides of the question as they appear to Americans and Canadians, in a future article. Suffice it here that Canada has welcomed paper-making industries but frowned upon the shipment out of the country of wood to be used for making paper in this country, and that the United States didn't like it at all. What the United States would say were Canadian paper-makers shipping, or trying to ship, large quantities of wood from the United States to Canada, there to be made into paper to be sold largely to

To Electrical Manufacturers

You can purchase insurance from your local agent or broker to cover practically every known form of business risk *except a falling market.*

A good electrical dealer or jobber can help to *insure* a continued distribution of your products. Consumer purchasing has not ceased for even in a falling market, daily purchases are being made.

Use Electrical Merchandising—it will *insure* your message reaching those good jobbers and dealers who are successfully selecting electrical buyers in any market.

Use Electrical Merchandising—*It's the best policy.*



For business insurance—rates and service—write

Electrical Merchandising

10th Ave. at 36th St., New York City

Nov. 25, 1920

the United States, is another story. At any rate, the situation didn't please the paper industry at all, and the famous Underwood resolution resulted.

This resolution recites at some length the facts regarding cutting and shipping of Canadian wood to United States mills, the restricting order of the Lieutenant-Governor of Quebec prohibiting the exportation of pulp wood cut from Crown lands, the American leases of Crown lands, the urging of action by Congress by the American Newspaper Publishers Association, and the further restricting export orders in effect in Ontario and New Brunswick. It then goes on to ask for the appointment of a commission looking to the cancellation of these orders, and, in the event no such cancellation is effected, to report to Congress what action Congress should take to effect such cancellation, finally appropriating \$50,000 for the expenses of the commission.

Public hearings were held on this resolution by the House Committee on Foreign Affairs, and the resolution was approved by the Senate. It has not, however, come up for final action.

It should be noted that if all the restrictions on exporting of Canadian pulp wood were removed, the question of United States supplies would by no means be answered. It is true that in the Northeastern States, where the pulp and paper industry has its greatest concentration, the forests have been so heavily cut over, not only by the paper mills but by the lumber-as-lumber interests, long before the paper situation became a question, that the industry cannot operate at full capacity without importations of lumber—even of a major part of its supplies. But no less an authority than George W. Sisson, Jr., president of the American Paper and Pulp Association, states that "the condition of the forests demands immediate attention in the direction of a programme of protection and reforestation, from which alone permanent relief can be expected."

In other words, regardless of the Underwood resolution or what it might accomplish, Canadian wood can at best be but a temporary relief; what we must have is a permanent relief from within our own borders. And there is only one answer to that problem. There is no other way to get wood than from trees, no other way to get trees, save by growing them; no other way to grow them save by reforestation, conservation, proper methods of forestry and adequate fire protection. Adequate fire protection bulks larger and larger as a national need, and will be taken up later in these pages.

SENATOR CAPPER'S MEASURE

The third legislative proposal which has recently been spread before Congress comes from Senator Capper of Kansas. Last May he introduced S. 4424, which was referred to the Committee on Agriculture and Forestry. It is denominated "A bill to prevent the devastation of forest lands, to perpetuate the forest resources of the United States, to avert destruction of the lumber and wood using industries and for other purposes."

The bill has twenty-one sections and is too long even to summarize here. It contains the provision for the formation of a Commission, with the Secretary of Agriculture as Chairman and an appropriation of two million dollars to carry out its mandates, which commission shall promulgate general principles to govern the prevention of forest devastation; and regulations to govern in the harvesting of forest products from commercial forest lands, to be applied by the forester through field officers designated by him, so that forest crops everywhere may be harvested in a manner suited to the peculiarities of the forest growth and at the least cost consistent with preventing forest devastation.

The act further provides that the commission, under the regulations promulgated by it, may

(Continued on page 41)



Where are his B.V.D.'s Washed?

NOT a ridiculous question if you are one of the fifty odd manufacturers of soaps and washing powders! A very pertinent question if you would intelligently direct the sale of a washing machine or an electric iron! It's just such things as these that the

Merchandising Department of The News *knows*. There isn't a place in the country where one can find more detailed, accurate and intelligently collated information about a market than is available about Indianapolis and the Radius at The News.

Send for book, "Does Newspaper Co-operation Mean Anything?"

The Indianapolis News

First in National Advertising in Six-Day Evening Field

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Nov. 25, 1920

Farm Life Families who Subscribe to Magazines

	Replies	Sat. Evening Post	Literary Digest	Cosmopolitan	McCall's	American	Pictorial Review	I. H. Journal	Colliers	W. H. Companion	Youth's Companion	Delineator	Misc.	Total	Take Magazine
Alabama.....	195	5	3	13	1	1	3	4	33	33
Arizona.....	12	2	2	1	1	1	1	1	1	1	1	1	1	7	3
Arkansas.....	151	2	9	1	1	1	4	1	1	1	1	1	1	20	20
California.....	50	3	1	2	2	1	3	1	1	2	1	2	3	19	13
Colorado.....	33	4	3	2	2	1	1	1	1	1	1	1	1	13	9
Connecticut.....	24	3	1	1	1	1	1	1	1	1	1	1	1	14	8
Delaware.....	22	3	2	2	2	2	2	2	2	2	2	1	10	8
Florida.....	65	2	3	4	2	2	2	2	2	2	2	2	2	22	22
Georgia.....	290	7	6	25	6	6	7	2	3	5	1	1	3	66	50
Idaho.....	43	4	1	3	3	1	2	1	1	2	2	3	1	16	11
Illinois.....	417	11	5	3	26	17	14	8	3	12	8	10	18	135	102
Indiana.....	581	13	3	1	45	11	12	21	5	15	4	5	3	135	121
Iowa.....	117	2	3	2	12	4	2	5	3	4	3	5	7	52	30
Kansas.....	98	1	2	1	5	2	2	2	2	2	1	1	1	17	15
Kentucky.....	248	9	3	1	13	6	2	6	4	4	2	1	6	51	38
Louisiana.....	70	3	2	4	2	1	2	1	2	1	2	1	2	26	20
Maine.....	44	5	1	1	3	2	2	2	2	3	3	1	1	19	11
Maryland.....	55	2	1	1	1	1	1	1	1	1	1	1	1	9	7
Massachusetts.....	36	2	2	1	1	1	2	1	1	1	1	1	1	19	14
Michigan.....	201	11	6	14	7	1	5	5	8	4	1	7	64	53	
Minnesota.....	170	3	1	8	4	4	7	1	4	4	4	4	4	36	36
Mississippi.....	170	8	1	3	14	1	2	4	1	2	2	3	3	41	38
Missouri.....	252	8	1	2	19	2	1	10	2	4	6	2	30	87	66
Montana.....	73	6	1	1	9	2	4	6	1	3	1	1	7	41	28
Nebraska.....	69	2	2	2	2	2	2	5	1	2	1	1	1	19	15
Nevada.....	3	2	2	2	
New Hampshire.....	12	1	1	1	1	1	1	1	1	1	1	1	4	3
New Jersey.....	29	1	2	2	2	2	5	3
New Mexico.....	14	2	2	2	4	3	
New York.....	189	9	1	5	24	9	4	11	2	2	5	6	6	79	48
North Carolina.....	215	2	2	14	1	1	7	1	1	4	1	1	1	32	32
North Dakota.....	125	4	2	1	6	3	1	3	3	4	3	3	3	33	30
Ohio.....	336	8	4	5	27	9	13	14	1	6	8	1	14	110	72
Oklahoma.....	121	4	1	3	1	1	1	1	2	2	2	1	14	14
Oregon.....	53	5	2	2	1	1	5	2	2	2	3	8	25	17	
Pennsylvania.....	335	3	6	6	25	6	3	20	7	3	10	13	102	53	
Rhode Island.....	5	1	1	2	2	2	
South Carolina.....	96	2	1	3	2	1	7	7	4	1	1	1	1	24	10
South Dakota.....	85	13	2	1	10	3	7	13	4	3	7	8	6	69	42
Tennessee.....	184	7	1	15	6	1	9	2	4	1	2	3	3	58	54
Texas.....	243	2	14	3	3	10	1	1	1	1	1	1	20	56	31
Utah.....	18	1	1	1	1	1	1	1	1	1	3	3
Vermont.....	32	1	3	2	1	4	2	2	2	2	4	4	17	10	
Virginia.....	206	13	2	2	18	6	3	7	2	2	2	12	69	46	
Washington.....	72	3	3	4	2	2	2	2	1	1	1	12	25	15	
West Virginia.....	109	4	3	4	3	1	1	1	1	1	1	2	19	12	
Wisconsin.....	134	4	1	12	2	2	3	3	1	2	3	12	43	25	
Wyoming.....	13	1	1	1	1	1	1	1	1	5	2	2	
Total.....	6,115	191	94	41	425	137	106	234	40	90	91	78	247	1,774	1,303

Middle States

Farms 36% of Total in United States
Farm Life 32% of Total Circulation

Western States

Farms 6% of Total in United States
Farm Life 6% of Total Circulation



Eastern States

Farms 12% of Total in United States
Farm Life 17% of Total Circulation

Southern States

Farms 46% of Total in United States
Farm Life 45% of Total Circulation

azines
Total
Take Magazines

33	33
7	5
20	20
19	13
12	9
14	6
10	8
22	21
66	58
16	11
35	102
35	121
52	30
17	15
51	38
16	20
9	12
9	7
9	14
4	53
6	36
1	38
7	66
1	28
16	2
3	3
5	5
3	3
48	32
32	30
72	72
14	14
17	53
53	2
10	10
46	42
15	54
12	31
25	3
2	10

Farm Life and the Standard General Magazines

WHETHER farmers can be satisfactorily reached by general magazines edited chiefly for city people is a controverted question of large importance to the advertiser who sells a commodity of general use—one that has an important farm as well as city market.

This table was compiled from the answers to a questionnaire answered by 6,115 readers of Farm Life all over the country. The table shows that the well-known magazines named reach only 18 per cent of the readers of Farm Life. Adding the readers of the publications included in the miscellaneous column only 20 per cent are reached.

Furthermore, that 18 per cent is so widely scattered among so many publications that to reach it practically all strong general publications must be used.

The conclusion is that to reach Farm Life readers you must use Farm Life.

THE FARM LIFE PUBLISHING CO.

THE JOHN M. BRANHAM COMPANY

ADVERTISING REPRESENTATIVES

NEW YORK
ST. LOUIS

CHICAGO
KANSAS CITY

DETROIT
ATLANTA

CLEVELAND
SAN FRANCISCO

SPENCER, IND.
FarmLife

Nov. 25, 1920

—to the daily Newspaper

all other mediums are supplementary. Compare on basis of:

Influence.

Adaptability.

Timeliness.

Market Selection.

Saturation.

Least waste.

Lowest cost.

Greatest results.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Nov. 25, 1920

contribute, from funds appropriated by the act or appropriated by Congress, certain amounts for co-operative work with the States for the prevention and suppression of fires on forest lands, provided that the amount contributed from any one State shall not in any year exceed the aggregate amount expended for that purpose by the State, and ends with a penalty clause which provides that any person who cuts or removes forest products from commercial forest lands in violation of any of the provisions of the Act or of regulations and orders issued under it or who makes any false statement in reports required under the act or resists any authorized agent of the Government in the performance of his duties under this Act, shall be guilty of a misdemeanor and upon conviction be punished by a fine not exceeding \$5,000 or by imprisonment for not more than one year, or by both.

The same Senator was responsible for the introduction of Senate Resolution 311, which is quoted herewith in full:

"Whereas, it has been reported that the forest resources of the United States are being rapidly depleted, and that the situation is already serious and will soon become critical; and whereas, these alleged facts are either largely unknown to the public or are in dispute; Therefore be it

"Resolved, That the Secretary of Agriculture be, and he is hereby directed to report to the Senate on or before June 1, 1920, on the following matters, using what information the Forest Service now has available, or what may be obtained readily with its existing organization:

"1. The facts as to the depletion of timber, pulp wood and other forest resources in the United States.

"2. Whether and to what extent, this affects the present high cost of materials.

"3. Whether the export of lumber, especially of hard woods, jeopardizes our domestic industries.

"4. Whether this reported de-

pletion tends to increase the concentration of ownership in timberlands and the manufacture of lumber, and to what extent; and if such concentration exists, how it affects or may affect the public welfare."

VOLUMINOUS REPORT FROM SECRETARY OF AGRICULTURE

The result was a booklet of seventy large pages, containing, apparently, everything the United States Government knows about wood, lumber, paper, pulp and allied subjects. It has become a classic text book for those who have arguments to make or reasons to advance for this, that or the other scheme for getting more lumber, cheaper paper or both. It contains the Government's idea of what should be done. Briefly, it states that new legislation is needed to extend the Weeks law, so that at least a million dollars is available annually to assist the States in fighting fire, fire protection, cutting, reforestation and land classification and extending Federal activities beyond "watersheds of navigable streams" to "any class of forest lands." It recommends the rapid enlargement of National Forests, with an appropriation of at least \$2,000,000 annually and states roundly that "about a fifth of the forest land in the United States is now publicly owned. The public should own a half of the timber-growing land in the United States." The report states that half a million yearly should start a campaign, to increase toward the expenditure of a million yearly, in a twenty-year campaign to reforest denuded National Forest lands. It suggests a study of existing tax methods, the survey and classification of forest resources (\$3,000,000 estimated cost) and refers to S. 3555 as covering "part of the comprehensive investigation necessary." It makes drastic recommendation as to the need of State co-operation in reforestation and fire prevention and fire fighting in private lands.

So much for what the Government has actually proposed. Con-

sideration has not here been given to such bills as are obviously intended for "home consumption" such as the last year's proposal to vastly tax advertising, or to ration paper, or other wild schemes which get nowhere beyond the "table" in the committee. The measures here considered have been carefully thought out and have an idea behind them—grist for those mill wheels which start but slowly, but which once started, grind fine, very fine. What the Government has succeeded in doing without any additional legislation, what the various industries related think should be done, the matter of adequate insurance against a pulp-wood bankruptcy, the Canadian question and one or two other side lights, will be taken up in later articles.

Meanwhile, the thoughtful reader is advised that, however many mistakes the Government may make, and however dilatory it may seem in putting into effect remedies for a condition which should never have been permitted to exist, it is, after all, the whole people. No Congressman or Senator is indifferent to the expression of opinion from those who are qualified to express one. If you have any real constructive thought upon the question at issue, such thought belongs to the whole people; only by a united front, a coherent plan and a concrete expression of desire can the pulp, paper, paper using and advertising industries obtain from their Government the relief which is so sorely needed. That relief is possible is undoubtedly. That we will have it eventually seems unquestioned. The matter in debate is how long it will take; every man who has any interest in paper and its plentifullness and price has a direct interest and a direct part to play.

Decide what you believe to be the right thing to do, and then tell your Senator and Representatives so and tell them strongly.

The Witt K. Cochrane Advertising Agency, Inc., Chicago, is now handling the account of the Enos Chemical Company, of that city.

Knit Goods Manufacturers Discuss Co-operative Advertising

A proposed co-operative advertising campaign, involving an annual expenditure of between \$150,000 and \$200,000 for at least three years, was discussed at the semi-annual convention of the Knit Goods Manufacturers, held in Utica, N. Y., last week.

Following the discussion a non-committal vote was taken to get the sense of the members present, resulting in three in favor of the plan that had been outlined and eleven undecided. No opposition was expressed and the secretary was instructed to take a letter referendum on the plan, which will be carried out if favored by a majority of the members.

Zellerbach Expansion in Far West

The Zellerbach Paper Company has purchased the business of the A. S. Hopkins Co., Sacramento, Calif., which will be operated under the Zellerbach name. This is the twelfth division of the Zellerbach organization on the Pacific Coast.

James R. Davis, who has been sales manager for the company in San Francisco, has been appointed manager of the Sacramento division.

N. K. Fairbank Account with Gardiner & Wells

The advertising accounts of The N. K. Fairbank Company, Chicago, maker of "Fairy" soap, "Gold Dust" washing powder, and "Cottolene," and of the American Cotton Oil Company, New York, vegetable oils, have been placed with Gardiner & Wells Co., Inc., New York.

E. W. Hatch Joins Rankin Agency

E. W. Hatch has recently been added to the staff of the Chicago office of the Wm. H. Rankin Company.

Mr. Hatch was formerly with the J. Walter Thompson Company, of Chicago, as manager of the copy and service department and was recently Western manager of the H. E. Lesan Advertising Agency.

R. H. Wells with Pacific Coast Jewelers

Ralph H. Wells, formerly advertising manager for the Lansing Company and editor of its house magazine, "Wheels," is now advertising manager for the A. I. Hall & Son, manufacturing and wholesale jewelers, with offices in various cities on the Pacific Coast.



FREIGHT

Terre Haute manufacturers, located on the main line of five railroads, in the center of distribution and with an inexhaustible coal supply, are in a strong strategic position for meeting advanced freight rates, with their consequent effect upon selling prices.

Terre Haute's freight transportation facilities are unsurpassed by those of any city in the country; 127 freight trains, with 61 freight engines, working in 8-hour shifts, handle 5,310 cars daily, while the combined capacity of its terminals reaches the total of 8,250 cars. In addition, 16 regularly scheduled freight trains make overnight deliveries on its interurban lines.

Terre Haute's outbound freight, exclusive of coal, for the year 1919 amounted to 1,653,799 tons; her total inbound freight for the same year was 1,323,375 tons; during the same period 1,174,721 tons of coal was handled for Terre Haute consumption. .

Terre Haute, from every standpoint, offers the progressive manufacturer an ideal location. To the national advertiser she offers a rich and responsive market, which is best reached through the dominating newspaper of this section—THE TERRE HAUTE STAR. The Terre Haute Star, The Muncie Star and The Indianapolis Star compose

The Star League of Indiana

*The Greatest Combination of Quality
Circulation in Indiana.*

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago

ONE OF THE SHAFFER GROUP OF NEWSPAPERS

House Publication Editors Meet in Milwaukee

At the suggestion of C. L. Price, advertising manager of the American Appraisal Company, Milwaukee, a group of house-magazine editors met at the Milwaukee Association of Commerce in that city recently to perfect an organization for mutual advice and counsel. Whether or not it will be conducted as a part of the Advertising Club division of the Association of Commerce remains to be decided. Mr. Price was elected chairman, and Robert J. Gunnis, editor of "The Conveyor," of the Milwaukee Gas & Coke Company, secretary. The next meeting will be held in two or three weeks, and the discussion will be on the subject of organizing the work and desk of the house magazine editor, led by John L. Meyer, formerly associate editor of "Kellogg's Square Dealer" and editor of "The Green Line Traveler" and other house publications. At this time a permanent organization will be formed and a name adopted.

Chase That Job!

Even the most urgent jobs are liable to be neglected in the turmoil of the modern office. The desk-pad containing the daily schedule of the average manager or clerk soon becomes clogged with a mass of detail, so that important matters frequently escape notice.

An original "memory-aid" is provided in the head offices of a mail-order firm.

This takes the form of a notice board, which is divided in two. Across the top of the board runs the conspicuous heading, "Chase That Job," and the two columns are respectively headed "To-day" and "Future."

On receiving an urgent instruction, the employee writes out the details on a slip of paper and posts the information on the appropriate column of the notice board.

The board occupies a prominent position. Members of the staff glance frequently at its contents, and jobs are seldom forgotten in consequence.—*The Organizer*, London.

Buenos Aires Publishers Have New York Office

A branch office of Editorial Atlantida, Buenos Aires, Argentina, publishers of *Atlantida*, *El Grafico*, *Billiken* and *Iris*, has been established at New York. Marcos Grinfeld, general representative of Editorial Atlantida, is in charge of this office.

Willys-Overland Account Transferred to New York

The Willys-Overland motor advertising account will be handled hereafter by the New York office of the Martin V. Kelley Company instead of the Toledo office.

American Tobacco Co. Guarantees Jobbers Against Loss

The American Tobacco Company has decided to protect its jobbers against losses that may occur if prices decline. It has defined this policy in a circular sent to the jobbing trade as follows:

"We know it is mutually beneficial for jobbers to keep on hand at all times a normal supply of our brands, and in order to be of every possible assistance to jobbers in doing so, we will, in the event of readjustment in prices of our products protect our jobbing customers against decline in price on their stock of our brands, such protection, however, not to exceed jobbers' direct purchases for a period of sixty days prior to the issuance of price reduction circular.

"We again wish to assure you that it is the desire of the American Tobacco Company to extend to its customers the maximum of service and every courtesy within its power.

"All orders are subject to acceptance by our New York office and to prices and styles in effect at our factory on date of shipment. No representative or employee of this company has authority to change any circular or price-list issued by this company."

Food Specialty Makers Optimistic

A pronounced feeling of optimism was evident at the convention of the American Specialty Manufacturers' Association in session at Atlantic City, November 17. Fred Mason, of the Shredded Wheat Company, president of the association, in his address before these national advertisers, urged a campaign to convince Congress that the excess-profits tax is a breeder of extravagance. Vigorous endorsement was given by the convention to the action of its board of directors in reaffirming that membership obligates clean-cut and honest merchandising. Efforts are being made to correct the cancellation evil.

With Simmons-Boardman Co.

Franklin H. Johnson has joined the sales staff of the Simmons-Boardman Publishing Co., New York, with headquarters in Cleveland. He will cover the Ohio territory for the "Material Handling Cyclopedia."

Mr. Johnson was formerly with the McGraw-Hill Co., Inc., representing *Chemical and Metallurgical Engineering* in the Ohio territory.

W. C. Van Bergen with Syracuse Washing Machine

W. C. Van Bergen, formerly advertising manager of the Columbian Rope Company, Auburn, N. Y., is now advertising manager of the Syracuse Washing Machine Corporation, maker of "Easy" vacuum electric washing machines, Syracuse, N. Y.

Guar-
Loss
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BALTIMORE

Ranks Third In Industrial Building Activity

C Baltimore occupies third place among the 51 leading cities of the United States in number and value of industrial building contracts awarded during the first six months of this year.

C In that period there were 58 contracts awarded calling for an expenditure of \$16,192,000 for industrial buildings in Baltimore.

C This steadily growing market can be reached efficiently and economically through the home delivered circulation of *The Sun-papers* because

Everything In Baltimore Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Building
New York

GUY S. OSBORN
Tribune Building
Chicago

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

Nov. 25, 1920

Nov.

AMERICAN EXPORTER

WEEKLY BULLETIN

Copyright, 1920, by Johnson Export Publishing Co.

SENT TO ADVERTISERS ONLY

ISSUED EVERY WEDNESDAY

17 BATTERY PLACE, NEW YORK CITY

Wednesday, November 17, 1920

FOREIGN BUYERS VISITING THE UNITED STATES

Foreign buyers from many countries are in the United States at the following:

Pau-Maxim E. Thibaut, Importer of leather, bedding, groceries, dry goods and novelties, is here for a two month's visit. Address: Maxim Thibaut, 12 Broadway, New York City.

Pau-Maxim-Maximoff-Schiff, Brothers in business and have held goods, in the U. S. to receive six months. Address: 12 Broadway, New York City.

Sander-Carl II, Father of Sanderhoff, is interested in general merchandise. Will remain in the U. S. five months. Address: 12 Broadway, New York City.

Maurice L. Masse, of Paris, France, is interested in general merchandise. Will remain here for a month. Address: 12 Broadway, New York City.

Pau-Maxim-Chevalier de Polis, is interested in general merchandise. To remain here three months. Address: 12 Broadway, New York City.

Pau-Maxim-Louis, Son of Sanderhoff, is here for a month. Is interested in general merchandise. Address: 12 Broadway, New York City.

Malo-Saint-Vincent of Paris-on-Prince, is here for approximately one month. Is interested in general merchandise. Address: 12 Broadway, New York City.

Malo-Saint-Vincent of Paris-on-Prince, is here for approximately one month. Is interested in general merchandise. Address: 12 Broadway, New York City.

Malo-Saint-Vincent of Paris-on-Prince, is here for approximately one month. Will remain in the U. S. three months. Address: 12 Broadway, New York City.

Malo-Saint-Vincent of Paris-on-Prince, is here for approximately one month. Will remain in the U. S. for only three months. Address: 12 Broadway, New York City.

Malo-Saint-Vincent of Paris-on-Prince, is here for approximately one month. Will remain here for only three months. Address: 12 Broadway, New York City.

Malo-Saint-Vincent of Paris-on-Prince, is here for approximately one month. Will remain here for only three months. Address: 12 Broadway, New York City.

(Continued on page 2)

AMERICAN TRADE OPPORTUNITIES

BILLETTE MANUFACTURE, RAILWAY CARS AND MATERIAL.—A firm of engineers and manufacturers in Wales ask to be put in touch with firms who are prepared to build railway cars for coal transportation, or to be put in touch relating to the building of coal cars. Specialized knowledge may be required in the building of 10 or 12 ton capacity. They are also interested in a supply of coal dust and smoke filters, and in the manufacture of coke ovens, blast furnaces, etc. 7 West Bank St., Cardiff, Wales.

IRON, STEEL, PIPE AND FOUNDRY WORKS—House in Trade, up to the present time engaged in producing iron castings, steel castings, iron and steel sheet metal, and sheet to handle a general foundry line of founders, who are to be put in touch with manufacturers of founders; also manufacturers of pipes and plates, rolling devices, etc. 12 Broadway, New York City.**GLASS REWORKING EQUIPMENT**—Manufacturers of glass products, etc., are looking for a market for their leveling machines. Spanish correspondence (J. P. Ruiz, Calle 7 & 8, Valencia, Spain).**RABBIT BREEDING COLONIES**—House in Portugal ask to be put in touch with manufacturers of rabbit and rabbitоловка, rabbit offerings. Portuguese manufacturers (Graça & Sons Ltd., Rio das Flores, Estrela, Lisboa, Portugal).**PORCINE, PIGS, SWINE**—French-Belgian firm which is to be placed in communication with manufacturers of hams, bacon, sausages, ham, hamcutts and other articles. French-Belgian firm (Maison d'Orléans, Place Sainte-Croix, Orléans, Indre-et-Loire).

(Continued on page 2)

Inquiries for American goods are being received constantly by us and are sent out in a confidential Weekly Bulletin to our advertisers. The Bulletin contains, in addition, lists of foreign merchants visiting the United States.

The AMERICAN EXPORTER Service includes not only the Weekly Bulletins, but also

- 1—World-wide publicity in 4 language editions
- 2—Assistance in formulating export policies
- 3—Facts and figures regarding export possibilities for any product in any foreign country
- 4—Trade lists and credit information on concerns overseas
- 5—Translation of correspondence and catalogues at cost.

Nov.

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Now That It's A Buyer's Market

instead of a seller's, many manufacturers appreciate the value of our Weekly Bulletins.

The Bulletins contain the names of visiting buyers and foreign trade opportunities abroad for American goods.

A Detroit manufacturer writes: "I am with the greatest interest following these Bulletins. The notice of arrival of buyers in New York is really quite a help."

"The list of inquiries have proven in several instances very valuable, and I remember having landed two accounts through such inquiries."

A company in Philadelphia says: "We cannot recommend too highly the valuable service given by your Weekly Bulletin."

Another manufacturer writes: "The most recent account which we have established as a result of your bulletin is ——, of San Juan, who is at present in New York."

"As further evidence of your co-operation we have communicated with ——, of The Hague, Holland, and have arranged for him to visit our plant."

There are merchants in Mexico, South Africa, India, China and the other market places of the world, just as anxious to buy as you are to sell. They will buy your goods if you make your name known to them. Start to do so to-day.

More than a thousand manufacturers build up world wide demand for their products through the AMERICAN EXPORTER, and find this the solution of temporary depressions in this country, and limited seasonal demand which the manufacturer with a local distribution is bound to face.

May we send you a recent copy of the AMERICAN EXPORTER together with the Weekly Bulletin?

AMERICAN EXPORTER

THE WORLD'S LARGEST EXPORT JOURNAL

17 Battery Place

New York

IN HARTFORD AND CONNECTICUT THE COURANT STANDS FIRST

THE ANGLE OF RELAXATION



Some newspapers are read with indifference—folks run through them in a half-interested, nonchalant manner. Often indeed this is the fate especially of evening newspapers at the hands of tired, busy men and women. And, naturally, advertising in these papers gets only a passing interest.

VS.

THE ANGLE OF INTEREST



Watch the way folks read OTHER papers—such as the Morning Courant in Hartford. They rush to the doorstep mornings to get it—or quarrel with the newsstand boy if the supply's sold out. They read every line BECAUSE EVERY LINE IS WRITTEN FOR THEM TO READ. And they even study the advertising with real avidity.

The HARTFORD COURANT, Connecticut's most powerful and America's oldest daily, attracts one type of reader—the kind that sits at the angle of interest. Thus it happens that many successful advertisers find their copy in The Courant never fails to bring SALES in Hartford and the Connecticut Valley.

THE HARTFORD COURANT

Continuously since 1764

GILMAN, NICOLL & RUTHMAN
Representatives
World Bldg., N. Y. Tribune Bldg., Chicago

WHY COURANT Readers Sit at the Angle of Interest—See Next Week's Advi-

The Problem of the Used Car

Considerations That Apply Equally Well in Other Fields

ELSEY MOTOR COMPANY
NEW YORK CITY

Editor of PRINTERS' INK:

I would like to go into a subject with you that has been in our minds for a long time, and that is the subject of used cars.

With the tremendous demand for motor vehicles of all sorts that has existed during the last few years, dealers have not had to worry very much about disposing of their trade-ins, but now that conditions are changing and the production of cars is beginning to catch up with the demand, it is necessary for all dealers to give serious thought to distributing channels for used cars. In our estimation it would be very detrimental to have the industry go back to the cut throat methods of several years ago.

When it comes right down to it, every used car has a definite market value and usually when a dealer offers a greater allowance than others, he is simply taking money out of his pocket that is legitimately his. Most dealers play double roles when selling a car, that of a seller and that of a buyer.

There are some dealers who refuse to take in any cars except on the consignment basis, giving the customer the full amount that is received. While this is a good method from the dealer's point of view, it seems to create objection on the part of the customer for the simple reason that he does not want to buy a new car with the knowledge that there is a possibility of his not selling his old one, and since the majority of light and medium weight cars are bought by those who can afford to own only one car at a time, it is liable to interfere with sales.

There is a great deal of pioneer work to be done to convince dealers and manufacturers that it is absolutely to their own advantage to establish a definite used car policy but there is no time like the present to start work on a movement that will mean the betterment of the entire automobile business.

In the meantime, PRINTERS' INK, with its reputation and resources could be of tremendous assistance to the second largest industry in the world by getting and publishing a general consensus of opinion from manufacturers and leading dealers.

KEITH L. MORGAN,
In Charge of Advertising and Sales.

PRINTERS' INK is always glad to be of service in gathering and publishing ideas and information pertaining to the merchandising problems confronting any industry. From time to time this very problem of overcoming the difficulties presented by the used car have been treated in its col-

umns, generally in the form of articles describing successful marketing methods worked out by individual manufacturers or dealers.

Frequently these articles, while devoted primarily to automobiles, contain suggestions that can be applied to many kinds of business which have a second-hand problem, as for instance, the article in the August 12 issue describing the Nordyke & Marmon plan of "renewing" Marmon cars and advertising and selling them just as new Marmons are sold; and the article in the issue of May 22, 1919, describing how a New Haven Locomobile distributor increased his sales 550 per cent with "handshake" advertising.

It is, however, in the fundamental problem of establishing a definite, and in a measure standard, used-car policy that the Elsey Motor Company, Bronx distributor of Chandler and Dodge cars and Republic trucks, is interested primarily. Not with any delusions as to the possibility of solving this problem, which has engaged the earnest thought of the best brains in the automobile industry for years, but with the belief that every fresh attempt of any industry to focus on a plan for solving some trade problem, is of benefit to the industry. PRINTERS' INK addressed a number of manufacturers and distributors on this important question.

ESTABLISHED VALUES MUST BE MAINTAINED

Many interesting angles on the problem were developed by the men approached, but all boil down into three definite considerations, which apply to other industries as well as the automotive.

First, that right at the present time the financing of second-hand car transactions is one of the most serious confronting the distributor and he is very likely to cut his own throat financially if he tries to cut his competitor's throat by breaking away from such values

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as have been more or less established on used cars.

Second, that ingenuity in marketing can do much to rub the white off of this white-elephant problem.

Third, that it is going to be worth while, in spite of all the difficulties in the way, and the proneness of individual persons and companies to backslide, to keep everlastingly after the problem of standardizing used-car values over large sections of the country, taking into account the geographic location and wealth of each section, two factors which one important distributor says "have more effect on the used car market than any other influences we can think of."

The first consideration, that of financing, is one that must be met by each individual distributor. Now of all times, "no dealer should allow himself to be sold a second-hand car," as one manufacturer put it. "Our dealers are urged to carry only as many second-hand cars as their finances will permit of carrying *in safety*."

When it comes to the second consideration, that of marketing the second-hand car, there the door is wide open for the distributor to exercise his ingenuity, and even for the manufacturer to help him. And in the marketing, as well as in the matter of how much shall be allowed on trade-ins, sane and definite policies are needed. Too many dealers have no policy at all regarding the marketing of their trade-ins, whereas it is just as definite a selling problem as the new car.

PAIGE DETROIT'S SOLUTION

H. C. Dart, of the Paige Detroit Motor Car Co., outlined that company's ideas on this so admirably that we quote them at some length, realizing that they will be helpful to anyone who has a "used" product selling problem. Says Mr. Dart:

"Paige dealers are expected to handle their second-hand-car departments entirely separate from the new cars. It has been the experience of this company that

the best results are obtained in this way. In this connection we urge that the dealer fit up his used-car showroom just as attractively as possible, as we believe that the man who buys a used car is just as much interested in this investment as the man who buys a new car, and should have just as much courtesy and consideration. We have long preached to Paige dealers against the curbstone broker's practice of surrounding his used cars with a typical junk-shop atmosphere, and dealers who have followed our advice along this line have found a marked improvement in their used-car business in a very short time.

"One of the big problems of the dealer is the matter of handling used cars of the type of the Cadillac, Winton and other high-priced motor cars. A few of our larger dealers have been unusually successful in marketing this type of car by the 'doling-up' method.

"Whenever it is practical to do so, these cars are thoroughly overhauled and given a high-class paint job, together with new top, and possibly some new interior trim. They are fitted with Disteele wheels, if these can be obtained, cord tires and any other little accessories, such as wind-wings, bumpers, etc., that will add to the attractiveness of the car.

"Some dealers even go farther and equip these rebuilt cars with California tops having glass doors so that the buyer virtually has a sedan. In some cases, by guaranteeing these cars from three months to a year, our dealers have been able to get more for them than the car's original cost. There is no doubt that the dealer who spends a little money in making a used car presentable can market it much more quickly and more profitably than the dealer who keeps his used cars in a musty basement or a back yard, as so many of them do."

That it is possible for a dealer not only to dispose of all the used cars he takes in, but actually to be in the enviable position of be-

IS New York an expensive market to cultivate?

20% of the income tax was contributed by New York City, which contains but 7% of the population of the country.

Which indicates that if you sell 1/15 of the people of the U. S., you obtain 1/5 of the buying power of the country—Advertising on this theory costs about 1/3 as much in New York City as it does elsewhere.

And the form of advertising that does the job is New York Theatre Program advertising.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO
406 Tower Bldg.

BOSTON
Little Bldg.

SAN FRANCISCO
Crocker Bldg.

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ing able to sell more used cars than his new-car business brings him as trade-ins, was brought out by the article describing the methods of the New Haven Locomobile dealer mentioned earlier in this article. This man, Bradford, tackled this knotty used-car problem with ingenuity amounting almost to advertising genius. His method was to publish little advertisements, reproduced in his own handwriting, with a "handshake" in every line. He talked naturally and convincingly, as he would talk on the sales floor. In five weeks he sold \$32,000 worth of second-hand cars, and at one time had such a demand that he was forced to go into the market.

The Nordyke & Marmon plan of "renewing" Marmon cars, also mentioned previously, is another angle on the used-car selling problem. In effect, the Marmon manufacturers created a straight advertising and merchandising problem by really *rebuilding* Marmon cars, overhauling them according to a prescribed set of plans. The factory acts as a clearing-house, keeping a list of the "renewed" cars carried by its various agents, so that any dealer can locate one to meet the demand created by the advertising of the renewed Marmons. Says F. E. Moskovics, vice-president of the company, "We have almost killed the second-hand-car problem as applied to Marmons."

Talk to any dealer or any manufacturer and he will dwell on the third consideration mentioned at the beginning of this article: the problem of co-operating to standardize used-car values. The automotive journals are constantly preaching this, and many local associations are accomplishing much toward bringing it about. This is where the real educational work must be, and is being, done. It seems to be agreed that it offers the only real solution, so far as the industry as a whole is concerned.

F. A. D. Seelye, advertising manager of the Packard Motor Company, of Pittsburgh, sums up the whole problem very pointedly as follows:

"If our dealers or motor magazines are seeking to solve the used-car question through some brilliant suggestion, they will surely have to wait a long time, because there is no trick to it. It is simply an open-and-shut business proposition which any hard-headed business man can see through—i. e., to figure out first whether the new car on your showroom floor is not more easily sold than the used car in your back room. Further, if you are forced to handle a quantity of used cars, do not take a slipshod salesman, who is known around town as a 'gyp,' but put the best man you can find on the job, one who knows the value of a square deal and how to tell the truth.

"The only real way to solve the dealer's used-car problem is to establish once and for all a definite standard of value for used cars. If all the big trade associations throughout the country would put this into operation and assist the dealers to maintain the scientific used-car prices it would go a great way toward helping the dealer himself to become more efficient and, consequently, more successful."—[Ed. PRINTERS' INK.]

Mexican Presidential Nominee Advertised

The successful Mexican presidential candidate was not averse to advertising. Alvaro Obregon used display newspaper advertising in order to tell why he should be elected. Some of his copy may surprise those who think that all of Mexico's leaders are of the bandit type. A free translation of one of his advertisements reads:

"Do something for your country. Concern yourself with the welfare of the land in which you were born. Defend the bread of your brothers and the honor of your house. Strong, honored, respected will be the government of Alvaro Obregon. Vote for him!"

\$68,437,548 in Rice Exported

During the fiscal year ending July 31, 1920, the United States exported 641,776,783 pounds of rice, valued at \$68,437,548, according to the figures just made public by the Texas Rice Millers Association. Of this amount, 479,410,405 pounds went to eighty-two foreign countries, 140,492,745 pounds went to Porto Rico, 20,461,092 pounds to Hawaii, and 1,413,221 pounds to Alaska.

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In New Orleans it's

Nov. 25, 1920

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Higher freight rates offset by new-found economies

How certain manufacturers are counter-acting the effects of increased charges

A 40% advance in freight rates! Yet it has been accepted by the majority of manufacturers as necessary in justice to the railroads.

Nevertheless, the higher rates have created a most serious problem for every shipper in America. A decreasing margin of profit makes it impossible for manufacturers to bear any additional burdens themselves. A declining market makes it equally impossible to counteract the rate increase by advancing prices.

The solution of the problem is to be found only in new economies—in reduced costs of operation, in equipment that will simplify production, and in more economical packing and shipping methods.

Expert advice on every phase of package merchandising

Scores of progressive manufacturers are already enjoying important savings by modernizing their packing and shipping methods in co-operation with the Robert Gair Company.

In such factories, the costly shipping-room—a veritable carpenter-shop with its expensive personnel—is replaced by a single clerk, who *seals* all shipments automatically. Conspicuous savings in time, wages and storage space are thus secured.

Lower transportation charges are assured on every shipment because of the difference in weight between fibre and wood. Additional cuts in freight costs can often be secured by rearranging the units within the case.

Quicker and more careful handling is the rule, for fibre cases—unlike wooden cases—have no splinters or sharp edges to invite rough treatment.

The manufacturer's identifying trademark is reproduced in colors on each case—thus adding advertising value and affording extra protection against loss in transit. And Gair-designed cases meet even abnormal strains safely, and minimize delivery failures.

The Gair Unit Service

Because of its broad experience in solving shipping problems for the leaders in every industry, the Robert Gair Company is especially qualified to offer expert assistance and advice on every phase of package merchandising.

Our plant is the largest of its kind in the world. The recent acquisition of two new paper mills and the purchase of over a million dollars' worth of new equipment enable us to guarantee timely production on the largest orders.

With these facilities we are prepared to offer a complete service for packaging and displaying your goods—Labels, Folding boxes, Shipping cases, Window display advertising—giving unity to your product from factory to consumer.



ROBERT GAIR COMPANY BROOKLYN

Folding boxes

Labels

Shipping cases

Window display advertising

Nov. 25, 1920

They had a good idea— and a wrong one

A BUSINESS house inquired recently if we would undertake the production of some sales material for their 1921 advertising.

That was the good idea

Their plan included booklets, folders, broadsides, and a catalog. They explained why they had never approached us before. Some one had told them that we handled publications exclusively.

That was the wrong idea

The planning and producing of sales literature, in all its various forms, constitute about sixty per cent. of our entire business.

Charles Francis Press

461 Eighth Avenue, New York

Telephone Longacre 2320

Advertising Headlines That Cater to the Buyer's Market

The Trend in Copy Nowadays Is in the Direction of Thrift and Value for Your Money

By W. Livingston Larned

A NOTICEABLE change has come over the general character of advertising during the past few months.

Not so long ago picturesqueness took the place of real sales argument. It was a condition encouraged, made necessary, by the mood of the buying public. People bought everything and anything, regardless. Spending was the national sport.

When the public mood takes to certain channels, the advertising must fit in beside it.

Factories were turning down orders for goods. It was difficult to buy many lines, even if you had the increased price and wanted them.

But there has been a definite, almost relentless change.

As everybody knows, it is now a buyer's market. The people have taken on a thrifty fit. It requires much more salesmanship to sell anything.

We are of the opinion that this will be a good thing in the end. Advertising should not lose its grip on the old-fashioned and perhaps homely methods of approach and of salesmanship.

The mail-order people have never lost sight of it, good times or bad. A man who has built one of these great organizations, told a group of friends at a reception given to him, that there is only one real way to sell goods on paper. Make the prospect feel that he is getting a bargain. Arouse his cupidity. People will buy things they really do not need, if they think they are getting a handsome return on the investment. They will buy, even when they are opposed to spending at all.

These changed conditions of markets and of people has caused the advertiser to dust off some of his honest, rugged reason-why ap-

peals, pull them down from the shelf, and talk turkey. He is dealing less and less in generalities. He is compelled to reason it out with the public and to present claims and facts that have to do with the purchasing power of the almighty shrunken dollar.

The headlines in modern advertising are beginning to tell the whole story. They must please those conventional folks who have always maintained that advertising copy is a clerk.

SELLING HEADLINES

But suppose we glance over some of these alert and timely captions, with an occasional glimpse behind the scenes of their meaning.

Here are a number, selected at random, and all voicing the new doctrine:

"Strong reinforcing means longer wear, fewer pairs—and less expense." This one for stockings.

"If you knew that for every ten gallons of gas that you are paying so much for these days, about three gallons were being blown out the exhaust pipe unburned, you would do some rapid thinking, wouldn't you?"

"Steam at pre-war prices. Your new coal bills are practically double your old ones. This condition is here to stay. We cannot sell you coal at pre-war prices, but we can and will show you how to meet the rising cost of coal by saving a very large percentage of the coal you burn."

"Some facts on milk economy."

"Would saving a third in your hack sawing interest you?"

"Ever have a blow-out in a tire that looked all right at the start of your trip?"

"Shoes that wear longer cost less."

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"How much are men paying for good style this fall?"

"Do you want to speed production?"

"Better barns at lower cost."

"Hot water is still cheap."

"How I saved \$100 on my clothes this season."

"Cutting up-keep cost on fences."

SHOULD BE A FEATURE IN FARM-PAPER COPY

It has long been a known fact that the quickest way to the farmer's pocketbook is the bargain route. It is in no sense disparaging to this class to suggest that they want a dollar to roll a long way, to turn a corner and roll on a little further.

The outside world has taught him this. Sharp and even hard bargains are driven with the farmer himself. When it comes to finding a market for his crops, his cattle, his dairy products, the shrewdest buyer is sent to see him. This has engendered a sort of bargaining retaliation. The farmer will part with his money, but he must have it shown that he is getting even a little more than value received.

The writer of many farm paper campaigns once told the writer that the best headline for any farm paper appeal must and should contain some reference to how much a farmer can save if he buys this or that—or why he can buy cheaper if he does so and so. The idea of profits accrued should start every piece of copy.

But he was equally willing to admit that his sympathies were all with the farmer.

Unlike the city man, he has not had exhaustive experience in buying.

He has been fooled outrageously for many years by a few unscrupulous firms and salesmen.

Here is an ideal headline and opening paragraph for farm-paper advertising. It is characteristic of the approach that meets genuine, sympathetic response:

"She is putting money into somebody's milk check. That's exactly what a good dairy cow should do. The more water she

drinks the more milk she will give. And she will always drink more water if she can get it when she wants it, and she wants it most while eating in her stall."

Here is another excellent example of the new trend:

"Why Smith pays less for his paint than Jones pays. Jones wants his house painted pearl gray. Smith prefers olive green. It costs more to make pearl gray paint than it does to make olive green. Why, then, should Smith pay the same price as Jones?"

The advertiser proceeds to answer the question convincingly.

But under and through and woven into the fabric of current advertising is this thought of what can be done with the thin and anemic dollar.

"I'll wait until prices come down," is the national cry. It has driven some advertisers to come right out in the open and guarantee that their products will not be sold at a lower price for a certain, specific period.

But to continue with a few more of these very significant headlines.

"Shave and Save."

"How many dollars did wet feet cost you last year?" Here we have the unique case of an advertiser appealing to the employer, in the hope that he might persuade the workers to use a little more common sense in his care of himself. The text gets right down to hard pan:

"If a \$5-a-day man wears leaky boots—and catches cold—and is absent in bed four days—were the boots that leaked a good investment, even though they were 'cheap?'

Can there be a more convincing, a more satisfactory sales argument in advertising, for any product, than that it is thrifty? It applies to almost every line, every article.

At heart, people want to save. They realize it is sensible to do so.

We know of at least one advertiser who has been using "general good-will copy" for about five years. For three months he has been getting down to a basis of what the use of the article will

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Another new advertiser in The Minneapolis Sunday Tribune's rotogravure section is the New York Macintosh Company, which is thus attractively introducing to the people of the Northwest its Bestyette raincoats. Copy comes from the Brown Advertising Company and has a distinctive appeal, both in illustration and in the matter of text. Other advertisers in recent issues of The Sunday Tribune's "roto" section are Mallinson's, featuring the Mallinson Silk Masterpieces; Myrinol Powder Puffs; the Duplex Automatic Hair Cutter; Balding's Silks; Angelus Cleansing Cream.

Cold weather suggests closed cars and the Koupet Auto Top Company has taken advantage of that fact to advertise to the people of the Northwest through The Minneapolis Tribune that a Koupet Top immediately transforms an open automobile into a cosy closed car. Copy was sent through by the Gardner Advertising Agency, covering a five-time Sunday run.

That soft drinks can be popularized and made a year 'round beverage with the people of this part of the country is being proved by Anheuser-Busch, Inc., through the medium of a snappy campaign running in The Minneapolis Tribune in behalf of Budweiser, the beverage "with all the old flavor, but none of the kick." The schedule was placed with the Tribune by the D'Arcy Advertising Company.

Barrington Hall coffee is being re-advertised throughout the trade field of The Minneapolis Tribune by the Baker Importing Company in a twice-a-week campaign of distinctive merit. The advertising is being written and placed by the Mac Martin Advertising Agency, of Minneapolis, which specializes in high-grade food accounts.

The H. R. Mallinson Company has reserved space in the rotogravure section of The Minneapolis Sunday

Tribune for Mallinson Silk Masterpieces, copy coming from the O'Connor & Fyfe Agency. Three-column space, ten inches deep, is being used, the text and illustrations being brought out by white lettering on the sepia background of the "roto" tone. The result is very attractive and must have a strong appeal for feminine readers.

The Service Department of The Minneapolis Tribune has given effective merchandising aid recently to a number of new accounts opening distribution in the Northwest field. One food advertiser reported a total of 714 accounts in Minneapolis alone, obtained by the date of the opening page announcement in The Tribune. In this connection advertisers to the food and drug trade are finding The Tribune's up-to-the-minute routed lists of the Minneapolis retail grocery and drug dealers a material help, not only in that the lists are brought right down to date, but in the further fact that they are routed so as to enable a crew to cover the city with the least possible loss of time and at the minimum of cost for transportation.

Karo Syrup with the maple flavor is being popularized in Minneapolis and throughout the trade field of The Minneapolis Tribune by means of a well-sustained schedule of display advertising in that paper, placed for the Corn Products Refining Company by the E. W. Hellwig Co. Agency.

The Brissacher Agency, of San Francisco, has placed with The Minneapolis Tribune a live-wire campaign for Forbidden Fruit Grape Syrup, manufactured by the Golden State Products Company of California. The schedule covers three months and opened with some very attractive teaser copy. The Love-Lincoln Company, of Minneapolis, is the broker handling the account here and the Minneapolis Drug Company has control of the distribution to dealers.

Member A. D. C.

The Minneapolis Tribune

Is the oldest and best daily newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.

Has the largest home carrier circulation



FIRST
in its
City

FIRST
in its
State

FIRST
in its
Federal
Reserve
District

mean, in dollars and cents, to the purchaser.

But he has been amazed at the increase of sales. He is now beginning to trace very definite sales to his advertising.

And to think that mere conditions drove him to it!

The story is told of a certain hard-headed business man who refused to read advertising and who was particularly unprogressive in the matter of installing modern equipment in his office. He simply would not interest himself in these details.

Salesmen were never allowed to see him.

The advertisements that he read, or which he occasionally glimpsed, left him cold, for one reason or another.

But this business man was a fat prospect. And a certain firm, manufacturing a certain new office appliance—it was connected with the quick and economical transmitting of letters—resolved to get him, come what would.

It was found that he read a certain morning newspaper. A four-column, twelve-inch advertisement was run in this newspaper, and every line of the copy, every line of the illustration, was directed to the one man. It was as if he was an audience of one.

The heading of the advertisement read:

"We can show you how you can save 50 per cent in the writing of your letters—will you allow us to do so?"

It was a challenge in type.

This man was taken to task, for wilfully, even stubbornly refusing to save money for himself and his firm.

The advertisement ended with a dare.

"We dare you to allow one of our demonstrators to call on you and prove the facts of this advertisement."

The one man aimed at called up the local representative and asked to have a salesman drop in.

Fifteen machines were installed.

Business men, strangely enough, are often the last to accept modern time and labor and money saving devices.

In the end, an appeal to their cupidity always gets them. But it has reached the point in human events where everybody has a keen sense of business.

Thus the radical change in advertising. We believe it is for the best.

Frank A. Munsey Buys Baltimore "American" and "Star"

Frank A. Munsey, owner of *The New York Herald*, *The Sun*, *The Evening Telegram*, and the *Baltimore News*, has bought the *Baltimore American* and *Star* from General Felix Agnus. Mr. Munsey will obtain control of these two papers on December 1, and has announced that the *Star*, which is an evening newspaper, will be merged with the *News*. The *American*, morning, will be continued under the same name.

In his valedictory, General Agnus, who is now eighty-one years old, says: "I have realized for some time that this property must go into the larger realm of expenditures, but have been convinced that at my age the task should be handed on to younger men. For nearly forty years it has been my happy fortune to direct its course, and I have seen and been part of the development and changes in American journalism."

"Both in wealth and in ownership Mr. Munsey is the most powerful publisher in America, and he has the fine sporting quality that goes with the high enterprise. He is not afraid to spend his money."

"My largest satisfaction in the transaction is that the *American* is to pass into the control of a sterling American who knows Baltimore and who has shown his faith in our city and his liking for our people by investing large sums here. He has in the *Baltimore News* one of the best papers in the land."

"In addition to the matter of price, the old owners of the property wanted the *American* under that name continued as a live force in the community which it has served for 147 years, of which more than sixty years was under the ownership of the family of the late Charles Carroll Fulton."

"All the old papers are in new hands. My old friend, Watterson, stepped down several years ago, the last of the veterans except myself, and I have seen the new day and the sad duty of saying good-bye."

Sears Roebuck's October Sales

Sears Roebuck and Co. report sales for October declined 40.03 per cent, as compared with October, 1919. The company reports sales as follows: October, 1918, \$20,881,176; October, 1919, \$33,536,449; October, 1920, \$20,113,426. First ten months of 1918, \$162,029,532; 1919, \$195,631,042; 1920, \$209,872,092.

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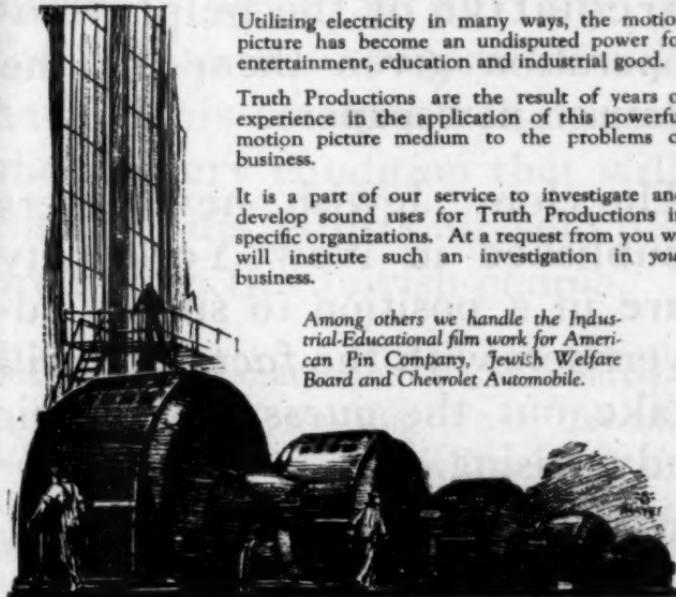
Experimentation, development and organization have made an invaluable industrial servant of electric power. Far and wide production and distribution are carried on with its assistance.

Utilizing electricity in many ways, the motion picture has become an undisputed power for entertainment, education and industrial good.

Truth Productions are the result of years of experience in the application of this powerful motion picture medium to the problems of business.

It is a part of our service to investigate and develop sound uses for Truth Productions in specific organizations. At a request from you we will institute such an investigation in your business.

Among others we handle the Industrial-Educational film work for American Pin Company, Jewish Welfare Board and Chevrolet Automobile.



HARRY LEVEY SERVICE CORPORATION

*Producers and Distributors of
Industrial Educational Films*

New York City

Offices and Studios 230-232 West 36th Street

Truth Productions

THE JEWISH

NATIONAL advertisers that have found the largest measure of success in the Jewish market have been keenly appreciative of the helpful co-operation given them by the Jewish newspapers.

The four Jewish newspapers published in New York City are in a position to supply advertisers with the *facts* that will take out the *guess* from their advertising.

With the authentic facts and figures at his disposal, with complete data about the economic and social conditions of the Jewish buying public, with concrete facts about trade conditions, there is no reason whatever for any advertiser to consider this great market as *foreign*.

MARKET

NO other market is so compact, so well charted and easily penetrated as the Jewish market. Before the advertiser spends a dollar in any one of the Jewish newspapers he will have at his command the facts about every condition that will confront his efforts to sell his product to the Jewish people.

Submit your merchandise for analysis by any one of the Big Four Jewish Newspapers covering New York. You will get a frank and unbiased statement of the actual possibilities for selling your goods in the Jewish market.

Jewish Daily News

Jewish Morning Journal

The Day Warheit

Jewish Daily Forward

The Inside Market

IN these days when some manufacturers are laying men off and cutting wage scales, the effect is felt in the morale of every plant. When a man sees other men out of work and forces being cut, apprehension takes the place of confidence and production suffers. Advertising inside the plant helps this condition. As an example of some good direct advertising copy to the important inside market the following, addressed to employees of the Beardslee Chandelier Manufacturing Co. of Chicago, carries a suggestion for other manufacturers:

"Prices are coming down." Every day the newspapers repeat this phrase—and it's a fact. Things are getting cheaper. Your dollar to-day buys twice as much sugar as it did a few months ago. Clothing and dress goods are cheaper. Food prices are still high, but they, too, will hit the toboggan before long. We are recovering from the effects of the war. "Prices are coming down."

And what about wages? Will they come down, too? They will in those factories where the same quantity of manufactured products must be sold at lower prices. They will not in those factories where, with the same number of operatives, production is increased to the point where the greater quantity of goods produced offsets the lower prices at which they must be sold.

No employer with an ounce of brains ever willingly reduced the wages of his employees. The biggest asset any business possesses is contented workers. The wise boss tries to pay his men more than they can make elsewhere. That's the surest way of keeping them.

But the product of the factory must be sold in competition with similar products of other factories. If the other fellows reduce prices these lower prices must be met, or the concern that fails to meet them will soon be put out of business.

The way to keep wages up when prices fall is to increase production. The boss can't do that. That's up to the men. We all want to make more money, and the sure way to do it is to turn out more stuff that we can sell at a profit, without putting more men on the payroll.

"Prices are coming down." Let's keep wages up by each of us doing a little bit more.

The Jewish Business World, Chicago, began publication last month. It is an illustrated magazine, published by The Jewish Business World, Inc., of which J. T. Goldberg is business manager.

Wars and Declining Prices

During the past two hundred years there has usually been peace during a long downward movement in commodity prices.

During the long decline in prices from 1873 until 1897 history reveals nothing except localized conflicts, whereas during the period of rising prices since 1897, following the increased gold production in South Africa and the Klondike, we have witnessed the Spanish-American War, the Boer War, the Russo-Japanese War, the Moroccan Crisis of 1911, when the Kaiser attempted to intimidate the French in Africa and was challenged by Lloyd George, the Balkan Wars of 1912-1913, and growing out of the latter, the great conflict of 1914.

Going back still further we find that after the Battle of Waterloo in 1815, there was a period of price deflation lasting thirty years, during which the nations managed to settle their disputes peacefully. The "Junker" elements in each country saw no opportunity for quick speculative profits and did not urge warfare.

In view of the obvious relation of declining prices to world peace from 1815 to 1845, and from 1873 to 1897, it seems reasonable to conclude that with or without a League of Nations the world may expect to enjoy peaceful settlements of international disputes for many years to come merely because prices are going to decline. Neither business men nor governments will invite warfare while grappling with the problems of refunding war debts, lowering taxes and reducing wages, and every country in Europe will be confronted with these problems during the next decade.—From "The Monthly Letter," of the Alexander Hamilton Institute.

Woolworth October Sales Largest in 1920

The sales of the F. W. Woolworth Co. for October were the largest of any month this year, to date, showing a gain of nearly \$2,500,000 over October, 1919. They exceeded September of this year by approximately \$2,300,000.

Business for October and the ten months of 1920, with comparisons for the same periods of last year, follow:

October, 1920, \$13,242,233; October, 1919, \$10,745,534; increase, \$2,496,699 or 23.23 per cent. Ten months ending October, 1920, \$106,970,020; ten months ending October, 1919, \$89,124,660; increase, \$17,845,360 or 20.02 per cent.

New Advertising Manager of Lancaster Steel Co.

C. E. MacConnell has been appointed advertising manager, and C. G. Morais, recently a member of the copy and space buying staff of the Cowen Advertising Co., and formerly in the advertising department of the New York Sun, has been made assistant advertising manager of the Lancaster Steel Products Corporation.

Nov. 25, 1920

The Hartford Times.

Since 1817, Connecticut's Greatest Newspaper



New Home of The Hartford Times

Of course, the success of an advertising campaign in a community depends in a great measure upon the prosperity of its people.

In Hartford the savings deposits of the banks as of Oct. 1, 1920 show an increase of \$4,976,499.81 over those of a year ago. The per capita wealth of the people of the community based on savings deposits alone is \$557.

We believe that this healthy condition indicates an increased buying force—proves that working conditions are good and should be most encouraging to National Advertisers who wish to market their goods in this community.

An added inducement is the great "pulling power" of

THE HARTFORD TIMES

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg.,
New York

Lytton Bldg.,
Chicago

Nov. 25, 1920.

Nov. 2



If it pays

When the size of the future advertising appropriation, even the chance of holding the account depends on the success of a trial campaign, the space buyer who selects the trial territory must analyze microscopically.

The territory must have potential wealth—buying power. It must be receptive to the printed message and the advertising must be placed in a medium which has proven its ability to pull quickly, surely, heavily, with a sound appeal.

Such a market is Rural Dixie. It has \$6,000,000,000 to spend. It has never been the target of the huge advertising and selling drives which almost every other section of the country has known. It is therefore the most receptive market in the United States, and the market in which the new product has a best chance of winning a leading place.

The Southern Ruralist is an ideal medium with which to reach this \$6,000,000,000 market. It offers, beginning January 1st, 1921, 350,000 net paid circulation, 98% agricultural, and entirely Southern. Its ability to pull has been proven by the largest and most careful space buyers in the country.

If you have an "If It Pays" campaign on your hands we will be glad to furnish you with any information on the Southern territory and give you the reasons why we believe that in the South lies your best chance of success.

Southern Ruralist

Audited by the A. B. C.

ATLANTA

New York—A. H. Billingslea, No. 1 Madison Ave.
St. Louis—A. D. McKinney, Post Dispatch Bldg.
Chicago—J. G. Billingslea, Advertising Bldg.
Minneapolis—R. R. Ring, Palace Bldg.

CLEAR THINKING *in Copy*

COPY is the expression of study—of study of the subject to be advertised—of study of the policy of appeal—of the arguments permitted by the policy—of facts that sustain the arguments.

Copy is also the expression of study of trades—of men and women—of habits and attitudes of mind—of responsiveness and unresponsiveness—of tastes, preferences and prejudices.

Copy is finally the expression of study of English. Language is a vehicle. Mere command of language is a small virtue. Command of thought is a great one.

Clear thinking that precedes writing of copy—determines the quality, the fitness and the weight of copy. Real thought finds real language.

No man who has watched advertising competently for fifteen years will deny that today there is more copy revealing clear thinking than ever before.

It is hard to think clearly, but it is worth it.

F. J. ROSS COMPANY
INCORPORATED
ADVERTISING
119 West Fortieth Street, New York

Advertising When Sales Are Scarce Raises Year's Total Business

A Western Fountain Pen Maker Solves the Problem of Lean Seasons by Preventing Them

By G. A. Nichols

IN the merchandising of many items—fountain-pens, for instance—general recognition now is being given to the principle of smoothing out the peaks and valleys and making business as nearly as possible an all-the-year proposition.

This is why, during the last year, there has been so much general fountain-pen advertising done as compared with the old habit of saving most of the ammunition until fall, when it would be directed at the bulky holiday business that comes in December. Fountain-pen manufacturers today freely admit that the old idea of doing all the advertising while business is thriving was based on wrong premises.

The same fault extends into many other lines of business. It is really amazing how many sales and profits are literally thrown away because manufacturers and others place certain arbitrary limits upon selling efforts.

Take the toy industry. This never would have grown to its present proportions in America, notwithstanding the opportunity conferred by the war, if wide-awake jobbers and importers had not sold retailers upon the folly of having toys for sale only for the Christmas season. Ten years ago people hardly ever expected to buy toys at times other than Christmas. Retailers did not have them to sell and people thought little of them. Outside of a few leading department stores, no toys of a general nature were to be had during the off seasons. Today nearly every retailer who sells toys at any time has a good assortment of them at all times. The results have shown that people will buy them when they are to be had—also that the all-the-year selling has a cumulative

effect that actually increases the sale of toys during the holidays.

Practically the same principle is working out in the case of fountain-pens.

The W. A. Sheaffer Pen Company, manufacturer of pens, pencils and ink, at one time held firmly to the idea that inasmuch as the bulk of its business was in December, the main emphasis on its advertising naturally should be laid the latter part of the year. But Sheaffer is finding out two things. First, that the year-round potential business for fountain-pens is important enough to go after in a big way, and, second, that the already satisfactory holiday business can be made larger through the cumulative results of a consistent and steady advertising policy throughout the year. Another adherent to this idea is the Wahl Company, whose advertising is now running at just about the same figure throughout the year.

HAD TO BE A WELL-KNIT CAMPAIGN

That all this is good merchandising, good advertising and good sense is shown by the experiences of manufacturers and dealers in many lines that could be mentioned here. The peak and valley proposition has fastened itself upon business simply because business has allowed buying customs to rule, instead of trying to revise and correct these buying customs through advertising. Many a hoary tradition along this line has been tipped over by the stern necessities brought about by the war. Through a period of years custom had decreed that certain lines of merchandise should be sold at certain prices. Custom has been broken down by advertising in more ways than one, and from now on merchandise can be sold

on a saner and more stable basis devoid of ups and downs.

In going after the fountain-pen business Sheaffer had some real competition. Other lines had been so well advertised that well-defined consumer-demand had been established. Granting that all the leading fountain-pens are first class, there had to be some distinguishing feature about Sheaffer advertising that would make it stand out. With the beginning of the present year it was decided that in an effort to impart this individuality special attention should be given the dealer and that the appeal in the consumer-advertising should be pretty much along emotional lines.

"In determining to go the absolute limit in co-operation with the dealer," an executive of the Sheaffer organization told PRINTERS' INK, "we proceeded on the principle that the best way to make a national campaign successful in a hurry was to make the retail dealer recognize the profit value of getting enthusiastically behind it.

"There is such a thing as building up a consumer-demand for an article to a point where the dealer handles it as a matter of course. But it is much better to have him push your product because he wants to, rather than because he has to. There has been a great deal said about the independence of the retailer in this respect—of how he couldn't be forced to stock the most efficiently advertised article in the country. This is true. A man does not have to eat unless he wants to, but he will starve to death if he does not. It is in keeping with the principles of good merchandising to want to have well-advertised articles in stock, even though there may be some features about handling them that are not altogether to the dealer's liking.

"On the other hand, enlist the services of the retailer from the very beginning in building up the consumer-demand, devote special attention to helping him connect up with your national advertising in a way that will increase his

sales and you eventually have an advertising asset that will be much more valuable than any other kind. Moreover, you build it up quicker than you possibly could without the dealer's aid.

"We have found that one of the strongest elements in advertising is to present the case to the dealer in a way that will cause him, other things being equal, to give preferential treatment to the article advertised. If a dealer and his salespeople will talk Sheaffer pen to the customers, what better advertising could we possibly ask for?"

SOME OF THE SERVICE GIVEN DEALERS

With this idea in mind, Sheaffer's advertising in dealers' mediums is composed largely of service material. A series of page advertisements now is running under the general heading of "Profit Tips—a page of ideas for enterprising fountain-pen dealers." The various pages tell the dealers the details about the firm's national advertising plans, give general selling helps, photographs of window-trims, directions for interior displays and accounts of successful selling stunts put on by dealers. Much attention is given in the advertising to a consideration of such subjects as "How a Western retailer tripled lifetime pen sales in less than a month." The story is told how the dealer cashed in on human curiosity and clearly explained the merits of the higher-priced pen in a way that enabled him to sell it to the many people who had intended to buy the medium-priced kind.

To make possible such selling exploits, Sheaffer laid much emphasis upon the necessity of everybody in the store being thoroughly acquainted with the pen so that it could be demonstrated to the very last feature.

Another method the company employs to get the dealer solidly behind the national advertising is to give him a special profit-sharing check on every mail-order sent to the factory from his territory.

"Everybody in Kansas City Reads The Star"

In Greater Kansas City there are:

Telephone Subscribers.....	79,985
Natural Gas Users.....	86,250
Electric Light Users.....	95,718
Water Rent Payers.....	82,800

STAR SUBSCRIBERS..... 113,227

(Average city carrier circulation for October)

The count of Star subscribers in this statement does not include suburban circulation, out-of-town readers, street sales, counter sales or any circulation except that which is delivered direct to the homes of Kansas City people by The Star's regular and exclusive carriers. The total circulation of The Kansas City Star, including newsboy and news-stand sales, suburban and out-of-town distribution, averaged during October: morning issue, 212,275; evening issue, 216,230; Sunday issue, 217,196.

THE KANSAS CITY STAR

Chicago Office

1418 Century Bldg.

New York Office

2 Rector St.

Nov. 25, 1920

Nov. 25,

"During the last few months," said a company representative, "we have sent nearly 3,500 special profit-sharing checks to our dealers. This is a part of our policy of dealer-protection. We believe it pays because it helps do away with the mistaken idea that if a dealer helps boost our product he is doing something for us rather than for himself."

The Sheaffer dealer-helps include moving-picture slides and electrotypes of advertisements on which the dealer's name can be inserted. The advertisements contain illustrations that are used in the national advertising and are out of the ordinary in that they are written in a way to promote the interests of the retail store as a whole. One series is written for drug stores, another for stationers, another for jewelers, and so on. One drug-store advertisement is headed "First Aid for Every Home." The text suggests the value of having on hand at all times simple remedies for cuts, burns and bruises. At the end is a paragraph in behalf of the Sheaffer fountain-pen.

All this help is given free, but to get it the dealer must sign an advertising acceptance which provides that the cuts will be furnished provided he inserts them in his local newspaper. He has to name the paper in which he expects to run his advertising. Then the Sheaffer company writes to the paper, enclosing proofs of the advertising and suggesting that the publisher get in touch with the retailer on the matter. This works in a way to prevent the dealer from ordering a lot of valuable material which he does not intend to use.

Direct-mail presentations are used to keep all Sheaffer dealers in close touch with the advertising. This is a means, also, of picking up considerable business which might otherwise wait until the traveling representative calls.

A recent broadside to dealers told all about the company's fall advertising plans, listed the magazines in which space had been arranged for, gave color proofs of the advertising and a full de-

scription of the ways in which the company stood ready to help the retailer in his advertising. In the envelope was a copy of the Sheaffer catalogue and an order blank. The suggestion was made that the dealer might utilize the catalogue to check over his stock and see if he had enough on hand to handle the larger business that he might expect to gain through the increased advertising.

The company does not go after mail-order business in an organized way, but the method just described has brought in some direct results that are well worth while.

The national advertising, as was said above, is based largely on emotional appeal, rather than on logical argument.

"We believe," said the Sheaffer man already quoted, "that if an article be one intended for personal possession and daily association, and is sold by a high-class trade, such as jewelry, stationery and drug stores, the majority impression can be obtained through appealing to the emotions. This is why in our new advertising campaign we have avoided logic and have catered to the public's fancy.

"Consequently, in our national advertising we have tried to impart an atmosphere of refinement and elegance which prompts the reader immediately to associate the highest possible quality with the product advertised."

One advertisement presented in colors gives a reproduction of a painting entitled "The Sweet Girl Graduate." In studying this advertisement it is to be noted that, while the young lady has not assumed the conventional pen-in-hand pose, there is little question of identifying the product advertised. All lines in the composition lead to the fountain-pen so that it cannot be overlooked—this in spite of the fact that the greater part of the article advertised is covered by the joining fingers. The copy, in close key with the illustration, instils the thought that the Sheaffer is a "true companion" and not an impersonal accessory, such as an auto-jack or a similar tool.

THE FIRST 500,000

Rum-Running: Industry's Infant Prodigy

ORGANIZED with its capitalists, its brokers, its wholesalers, its retailers, its field men, scouts, guards, carriers, drivers and navigators, the rum-running industry in the Detroit River has totalled one hundred million dollars in profits within the last eight months. Every three minutes a boat sneaks over the half mile that separates a convenient Canada from an unquenched United States—while the cargo multiplies its selling price at every furlong. And for every man arrested, another takes his place. Read this remarkable article, "The Collapse of Prohibition," written by a special investigator for

LESLIE'S

For November 27th

Have you been reading Leslie's lately?

THE FIRST 500,000

Street &

Take the Guess out



Street & Finney, Inc. (Est. 1902) Advertising Agents

Finney of Advertising

News:

The Comet Rice color campaign—the first color campaign ever run on rice—expresses one of the results of the Street & Finney method of taking the Guess out of Advertising.

Nov. 25, 1920



He Received a Card Every Day for a Week

Just a couple of lines on each card.

The cards were printed on Hammermill Cover, and a different color was used each day.

Depend upon it, the sender of those cards got his message across.

Use Hammermill Cover for your next lot of Mailing Cards, Folders, Booklets, Broadsides. Wide variety of color; quality stock at a price that will interest you.

Ask your printer to show you samples—or write Hammermill Paper Co., Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all
. Direct-by-Mail Advertising*

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Improvements in Circulation Audit Methods During Fifty Years

Prominent Advertising Men Gather to Honor Incoming and Outgoing Presidents of Audit Bureau of Circulations

ALMOST 300 publishers and advertising men gathered at the Biltmore Hotel, New York, for luncheon on Thursday, November 18, to pay tribute to the outgoing president of the Audit Bureau of Circulations, Lewis B. Jones, of the Eastman Kodak Company, and to pledge support to the new president, O. C. Harn, advertising manager of the National Lead Company. Stanley Clague, acting as toastmaster for the occasion, expressed his gratification at the number of men who had turned out on a busy day to come to the luncheon.

Mr. Clague paid a graceful tribute to the late George P. Rowell, founder of *PRINTERS' INK* who, early in the history of his advertising agency, began to compile information regarding publications for the benefit of advertisers. In 1869 Mr. Rowell established the American Newspaper Directory, which marked a distinct epoch in the advance of advertising. Previous to the appearance of Mr. Rowell's compilation, there had been no written list of newspapers in existence covering the whole country. It is interesting to note, Mr. Clague pointed out, that advertising men in those days accused Mr. Rowell of undermining the business of advertising by giving away the secret upon which the whole business depended.

To-day, Mr. Clague said, there are 1,530 members of the Audit Bureau of Circulations, which has taken the mystery out of newspaper circulation. Before introducing the next speaker Mr. Clague read cablegrams from Lord Northcliffe, of the London *Daily Mail*, and the reply of the editor of *PRINTERS' INK*. These appeared in *PRINTERS' INK* two weeks ago.

Arthur Brisbane was introduced

as the first speaker. In welcoming the members of the Audit Bureau of Circulations to the luncheon, Mr. Brisbane stated that anybody with money is welcome in New York, and that advertising men are certainly welcome now.

As one interest which newspaper men, buyers of advertising space and agents have in common, Mr. Brisbane mentioned the supply of paper. He suggested to the publishers present that they help out the American paper manufacturers by buying at the present time from Germany, Finland and Sweden. He said that his organization had purchased 60,000 tons of paper from Sweden and that other New York papers are also buying abroad.

In welcoming the advertising agents, Mr. Brisbane stated that they are what the coal mine is to the coal operator and miner. They are the people that pay salaries. He suggested that advertising agents sign the copy they put in publications for their clients in order that they may get the value of publicity. He mentioned the names of several agents whom he had already had to lunch to discuss this problem and others he is going to invite for the same purpose. As illustrating the value of publicity, Mr. Brisbane stated that he had often taken a youngster at \$25 a week and suggested that he draw a cartoon. Later, by letting this boy sign his cartoons and advertise through news syndicates, he has been forced to go out into the market and buy back the services at \$25,000 a year which he had built up. He suggested that agents could help build up all business enterprise by further educating people to the value of advertising. Mr. Brisbane said further:

"Advertising is a means of

simplifying business, and this is the moment to realize what advertising can do. In the days gone by I had an automobile which traveled all right on the level, but it wouldn't go up a hill. When I came to a hill I used to turn around and go home. Now when I go out in my car and come to a hill, I simply put my foot on the accelerator, step on the gas and up we go. Advertising should be made the foot on the accelerator, to step on the gas, for the benefit of modern business. And now is the time to step on the gas."

Mr. Brisbane quoted from his own newspaper experience to show that a man can double his work, if he will only take up the slack. In speaking of the circulation of various newspapers and their prices, he said: "If there were three glasses of water before a man on a table and two of them cost two cents a glass and one cost three cents or more, and if 100,000 people were buying the first glass, 150,000 people the second glass and more than 300,000 people the third glass and paying three cents for it, the general public would say to itself, 'I guess there must be hooch, real hooch in that last glass.' Put hooch in the paper and the public will pay the price asked."

After Mr. Brisbane's speech Mr. Clague asked each one of the directors present to stand up and be counted. He pointed out that the directors had traveled over 100,000 miles to serve the members of the A. B. C. and that in their work upon the committee they subordinated the several divisions of advertising which they represented for the common good of all. The following directors were then introduced in turn:

A. W. Erickson, vice-president the Erickson Co., Inc., New York; Wm. Laughlin, second vice-president, Armour & Co., Chicago; Henry Schott, third vice-president, Montgomery Ward & Co., Chicago; E. R. Shaw, treasurer, *Power Plant Engineering*, Chicago; Ernest I. Mitchell, Mitchell-Faust Advertising Co., Chicago;

Thomas H. Beck, of the Crowell Publishing Co., New York; H. Strongsmith, of Bauer & Black, Chicago; Marco Morrow, of the Capper Farm Press, Topeka, Kans.; Mason Britton, of the McGraw-Hill Co., Inc., New York; W. A. Strong, of the *Daily News*, Chicago; Neff Laing, of the *Pennsylvania Farmer*, Philadelphia, and S. R. Latshaw, of the Butterick Publishing Co., New York.

Special tribute was also paid by Mr. Clague to Russell R. Whitman, of the New York *Commercial*, who sat at the speakers' table.

The outgoing president, in his response, thanked the directors for their loyal and efficient co-operation during his tenure of office. The toastmaster then asked Mr. Jones to introduce the new president of the Association. In his speech of introduction Mr. Jones made a strong presentation for the case of the Audit Bureau of Circulations. He stated as his opinion that it is the duty of every national advertiser to become a member of the Audit Bureau of Circulation and to contribute at least that much to the betterment of advertising as a whole. In discussing the start of the Bureau Mr. Jones said:

"Back in 1913 there was a group of Eastern publishing men, several of them on the circulation committee of the A. N. A., who were seeking to get something started along the auditing line. Several conferences were held with publishers and agents, but nothing tangible was accomplished. And then young Lochinvar came out of the West—the A. B. C. was born in Chicago. The same big thought had been at work out there, but in the fertile soil of Illinois, and with Stanley Clague as head gardener, it came earlier to fruition.

"And one of the first men to recognize the sturdiness of the Western plant and assist in nurturing it, was your new president, O. C. Harn.

"He was among the first to see the necessity of an audit bureau. He was among the first to say:

LEADS

In

LUXURIES

THE Evening Post Statistical Bureau furnishes the following information on New York advertising lineage during October, 1920:

AMUSEMENTS

AMERICAN.....	69,522
Times.....	58,260
Tribune.....	51,474
World.....	50,568
Herald.....	49,766

JEWELRY

AMERICAN.....	10,290
Times.....	9,336
Herald.....	6,604
World.....	5,006
Tribune.....	4,854

MUSICAL INSTRUMENTS

AMERICAN.....	42,134
World.....	20,168
Tribune.....	19,226
Times.....	17,544
Herald.....	10,296

*These figures carry their own proof
of the character of NEW YORK
AMERICAN readers.*

'This thing that we all want has been started out West. Let's stand by it and help to make it a success. It isn't an audit bureau of our own that we want. What we want is the truth about circulation. The vehicle is provided, and the thing for us to do is to use it.'

"His help was most valuable in the formative period. He has stood by the A. B. C. from the start. He has had the courage of his convictions and sand enough to fight for them.

"And now I want to ask advertisers to stand by him. You A. B. C. advertiser members have made O. C. Harn the president of your great organization. Busy man though he is, he has agreed to sacrifice his time and energy to carry on its work. He isn't the type of man to take the job lightly. I have worked with him for many years on directorates and committees, and know his earnestness and sincerity. And, between us, I know that the A. B. C. is going to take much more of his time than even he thinks it is.

"We, every one of us, owe him our fullest support. It isn't fair to put a man into a job and then not stand back of him. It is up to the directors to be faithful in attendance at meetings and act for the interests of the whole. They will; I know them."

Mr. Harn compared the modern Audit Bureau of Circulations and its well-oiled and well-working machinery to the early days when the A. B. C. was like one of those early automobiles which had to have talcum powder put on its clutch every time it came to a hill. Mr. Harn stated that it would be a great pleasure to work hard for the further development of the Audit Bureau of Circulations with men who would work with him, as he knew they would.

Co-operative Honey Campaign Started

The Honey Producers Co-operative Association, of California, with headquarters in Los Angeles, is using newspaper advertising. Lord & Thomas, Inc., Los Angeles, is handling the campaign.

Chicago Trade Papers Have Another Branch

The International Trade Press, Inc., of Chicago, has recently increased its Eastern branch offices and added to its staff. A new office has been opened in Philadelphia, which will be in charge of Captain W. F. Geist. Rex Lardner now represents the International Trade Press, in New England, with headquarters in Hartford, Conn. F. W. Kennedy has become a member of the New York staff and directly associated with Roger Fison, Eastern manager of the *Electrical Review*.

Eight business publications are published by the International Trade Press,

Triangle Service, Inc., Elects Treasurer

Stanley Hirsch, for the last eight years on the advertising staff of *Women's Wear*, New York, has been made treasurer and space-buyer of Triangle Service, Inc., New York.

Joins Indianapolis Agency

Richard Calkins, who has been with the merchandising department of the Indianapolis *News*, has joined the advertising agency of Emerson Beck Knight, Indianapolis.

Harry Hastie with Detroit "Free Press"

Harry Hastie, who for more than four years was with the Omaha, Neb., *News and Bee*, is now a member of the advertising staff of the Detroit *Free Press*.

Milwaukee Agency's New Account

The Moe-Bridges Company, Milwaukee, manufacturer of lighting fixtures, has appointed The Cramer-Krasseit Co., Milwaukee, to handle its advertising.

With Des Moines Agency

Herman P. White, formerly with the Iowa City, Ia., *Press*, has joined the staff of the Coolidge Advertising Company, Des Moines, Ia.

New England Manager of Barton, Durstine & Osborn

Paul M. Holliaster has been appointed New England manager for Barton, Durstine & Osborn, Inc., with offices in Boston.

Edward B. Houseal has resigned as advertising manager of The Rike-Kumler Co., Dayton, Ohio. Mr. Houseal was formerly with L. Bamberger & Co., Newark, N. J.

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GLEN BUCK *Advertising* CHICAGO



IS CARELESS WORKMAN-
SHIP TO MAKE A BLUNDER-
LAND OF THIS WONDER-
LAND? DULL AND MESSY
ADVERTISING DOES FEEBLY
IMPORTANT WORK WHICH
MUST BE DONE STRONGLY.

Strong work is the secret of success.
absent) to

Start Advertising in Canada This Fall!

A Roster of American Branded Products Advertised in Canada shows such names as:

<i>Arrow</i>	<i>Gillette</i>	<i>Lux</i>	<i>Prest-O-Lite</i>
<i>Auto Strap</i>	<i>Gold Dust</i>	<i>Lusite</i>	<i>Quaker Oats</i>
<i>Benjamin</i>	<i>Goodrich</i>	<i>Mennen</i>	<i>Rubberset</i>
<i>Bluejay</i>	<i>Goodyear</i>	<i>Neponsit</i>	<i>Sherwin-Williams</i>
<i>Big Ben</i>	<i>Gossard</i>	<i>O-Cedar</i>	<i>Simmons' Beds</i>
<i>Burroughs</i>	<i>Horlick's</i>	<i>Old Dutch</i>	<i>Sterno</i>
<i>Columbia</i>	<i>Hoover</i>	<i>Overland</i>	<i>Stetson</i>
<i>Delco</i>	<i>Ingersoll</i>	<i>Pachard</i>	<i>Swift</i>
<i>Du Pont</i>	<i>Iver-Johnson</i>	<i>Pathéphone</i>	<i>Valspar</i>
<i>Edison</i>	<i>Ivory</i>	<i>Pepsodent</i>	<i>Victor</i>
<i>Elcaya</i>	<i>Kellogg's</i>	<i>Pluto</i>	<i>Waltherm</i>
<i>Elgin</i>	<i>Kodak</i>	<i>Pompeian</i>	<i>Welch's</i>
<i>Fairy</i>	<i>Life Savers</i>	<i>Pond's</i>	<i>Woodbury's</i>
	<i>Liquid Veneer</i>	<i>Postum</i>	<i>Wrigley's</i>

These are familiar names in the United States. They are also familiar names in Canada.

Some of these firms have factories in Canada, others have distributing or selling agencies here.

Still others sell through jobbers.

But all have won the buying friendship of the Canadian people through advertising their goods or services in

The Daily Newspapers of Canada

Paradoxical as it sounds, Canada in reality provides United States manufacturers with

a "foreign" market at home. For the same methods of merchandising and advertising that made these goods famous in the United States have made them famous in the Dominion.

Canada's wealth and prosperity and the soundness of business conditions over here justify your prompt investigation.

N-O-W, you should investigate the Canadian market for *your* goods.

Any of the following Newspapers will be glad to give you detailed information regarding the actual and potential market for your goods among their subscribers. Write to them or ask your Advertising Agency.

The Daily Newspapers of Canada

Place	Popu- lation	Paper	Place	Popu- lation	Paper
Charlottetown, P. E. I.	12,000	M. & E. Guardian & Examiner	St. Thomas, Ont.	26,000	R. Times-Journal
St. John, N. B.	64,305	M. & E. Telegraph & Times	Toronto, Ont.	512,812	M. Mail & Empire
Montreal, Que.	801,216	M. Gazette E. La Patrie E. Le Progrès E. Le Soleil	Winnipeg, Man.	193,571	M. & E. Free Press E. Tribune
Quebec, Que.	116,859	E. Telegraph E. Record	Regina, Sask.	40,000	M. & E. Leader & Post
Sherbrooke, Que.	23,493	E. British Whig	Calgary, Alta.	75,000	E. Herald
Kingston, Ont.	23,709	M. & E. Advertiser	Edmonton, Alta.	65,000	E. Journal
London, Ont.	59,381	M. & E. Free Press	Vancouver, B. C.	135,000	M. Sun (Daily & Sunday) E. World
St. Catharines, Ont.	19,340	E. Standard	Victoria, B. C.	55,000	M. Colonist

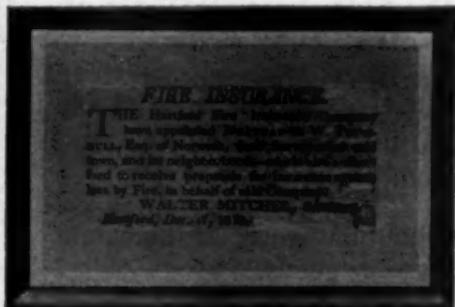
Spend 10% of your U. S. advertising appropriation in Canada—you will be surprised at what it will buy.

Nov. 25, 1920

Hartford Fire Advertising 110 Years Ago

HARTFORD FIRE INSURANCE COMPANY
HARTFORD, CONN., October 30, 1920.
Editor of PRINTERS' INK:

Enclosed please find a few pages torn from the July, 1915, issue of "The Hartford Agent." This shows a photo-



graph of an advertisement of this company dated December 17, 1810.

It is true we have not advertised all of the time since that date, but our advertising activities have been as consistent as the teachings of the business called for in years gone by, and now you know the sort of advertising we are doing in the big magazines.

J. W. LONGNECKER,
Advertising Manager.

Advertising Is Progress, Says Selfridge

"Let a man imagine his morning paper—which without advertising would cost him necessarily very much more than it now does—as containing only the news. Let him think of the absence of the brightness and good cheer of the many posters drawn by well-known artists and beautifully executed, which often do so much to brighten an otherwise unattractive wall. Let him imagine the world without that push and go which well-done advertising gives to that great, broad profession called business, and he will acknowledge—no matter how prejudiced he has been—that this recently developed science is a wonderful factor in the world's progress."—Gordon Selfridge to the organizers of the International Advertising Exhibition.

New Account with H. K. Carter Agency

The Automotop Company, New York, maker of automatic automobile tops, has put its account with The H. K. Carter Company, New York. Magazines, technical publications and newspapers will be used in a forthcoming campaign.

Advertising Keeps Workers Employed

In an address before the Poor Richard Club, of Philadelphia, John M. Williams, secretary and sales manager of the Fayette R. Plumb Company, Inc., stated that the employees of his company consider advertising as a great help in keeping them employed. "It is the uninformed employee who resents the spending of money for advertising," he said, "thinking that it could better go to him. We have eliminated that by showing the employees that advertising assures the company a steady business and then a steady job. There is no reason why any employee should resent advertising if he knows the facts."

A unique feature in the Plumb organization is a Junior Board of Directors, composed of minor executives and chief clerks. The object of this junior board is to develop executive ability in the coming heads of the business, because the Plumb company always picks from its own organization, if possible, to fill a vacancy higher up. This junior board threshes out freely the problems which immediately concern the workers and then presents its findings and recommendations to the governing board. Mr. Williams contends that too many employers keep the facts from their employees and fail to co-operate with them.

To Strengthen Industrial Harmony

The Industrial Relations Committee of the Chamber of Commerce, of Philadelphia, has planned an extensive campaign to influence a greater harmony between employers of labor and employees. The advertising will be handled by Donovan-Armstrong, Philadelphia. Newspaper space will be used to tell the story of the benefits of co-operation between capital and labor from the standpoint not only of employer and employee, but also from the viewpoint of Philadelphia's larger development.

Moorhead Editor-in-Chief of "The Farm Journal"

Frank G. Moorhead, who joined the organization of *The Farm Journal*, Philadelphia, last June, has been made editor-in-chief.

Adlon Cigars Advertised

Donovan-Armstrong, Philadelphia, are placing Adlon cigar advertising for the Consolidated Cigar Corporation, of New York.

Nov. 25, 1920

PRINTERS' INK



In judging Minneapolis advertising values, think of this: The drygoods houses of Minneapolis last year preferred Journal space by 520,336 lines—26.5% more than they used in any other newspaper

THE
MINNEAPOLIS
JOURNAL

Represented in New York and Chicago by O'Mara & Ormabee

Nov. 25, 1920



I look at every advertisement every month * *
I have an up-to-date equipped kitchen and am
always interested in new things * * says Mrs.
M. W., Alabama.

W. H. GANNETT, PUB., INC., AUGUSTA, MAINE.

WALTER R. JENKINS, Jr., Representative
New York Office: 1628 Aeolian Hall

FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.

COMFORT
NUMBER ONE

M. Cullum, Alabama.

Comfort
Augusta, Maine.

Gentlemen:

I like Comfort as a general household paper with its various departments. Sisters' Corner is the best place to exchange ideas and know about the new inventions. I look at every advertisement every month from cover to cover to see the new devices, as labor-saving inventions! I have an up-to-date equipped kitchen and am always interested in new things. I believe the advertisements are the life of the paper as many a time I refer to the Comfort for certain addresses of some advertised articles which we buy locally or order.

Sincerely,
Mrs. M. H.

Influence

PRINTERS' INK

Nov. 25, 1920

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"Syllables govern the world"

John Selden (1584-1654)

— not hackneyed syllables
and rut-worn phrases, how-
ever, but syllables which
ring with conviction and
phrases born of enthusiasm
and mastery of words.

This is the A B C of
Powers-House Service.

The
Powers-House Co.
Advertising
Cleveland

P-H



W. D. Humphrey with Dunlop Tire and Rubber

W. D. Humphrey, formerly with the Burroughs Adding Machine Company, is now associate sales manager and is in charge of advertising for The Dunlop Tire and Rubber Corporation of America, Buffalo, N. Y.

The Dunlop company has recently undertaken an advertising campaign in national periodicals, newspapers and trade papers.

Robert Mertz at Cleveland

Robert Mertz has been appointed to represent the *Dry Goods Economist*, *Dry Goods Reporter*, *Drygoodsman*, *Atlantic Coast Merchant*, and *Pacific Coast Merchant* in Cleveland and adjacent territory. He succeeds Harland J. Wright. Mr. Mertz has been representing these publications in the Middle West territory for the last ten years.

National Cloak Account with Dorland Agency

The National Cloak & Suit Co., New York, selling women's cloaks and suits by mail-order, has placed its advertising account with the Dorland Agency, Inc., New York.

The Keratol Company, Newark, N. J., manufacturer of imitation leather, has also placed its account with this agency.

Seattle Agency Has J. W. Kobi Account

The J. W. Kobi Company, Seattle, Wash., manufacturer of "Golden Gilt" Shampoo, is using space in Los Angeles newspapers, and will soon undertake a campaign in other coast cities. The account is handled by the J. Wm. Sheets Agency, of Seattle.

"Fruit of the Loom" Account with Batten Agency

The advertising account of B. B. & R. Knight, Inc., New York, maker of "Fruit of the Loom" muslin, has been placed with the George Batten Company, Inc., New York.

Joins Salt Lake City Agency

Fremont Kutneway, formerly advertising manager and assistant editor of the *Idaho Republics*, Blackfoot, Idaho, has joined the copy staff of the L. S. Gillham Advertising Co., Salt Lake City, Utah.

J. H. Rorty Now with San Francisco Agency

James H. Rorty, formerly with The H. K. McCann Co., at New York, has become copy chief of the George F. Eberhard Co., of San Francisco.

Class Journal Company Has Unusual Convention

The Class Journal Company, publisher of *Motor World*, *Automotive Industries*, and *Motor Age*, departed from its usual custom of holding conventions in either of its two headquarters, New York and Chicago, and made the little village of Mayville, N. Y., the setting for this gathering on November 12, 13 and 14. The business sessions were held in the Mayville Opera House.

M. F. Harris Leaves French Lick Company

M. F. Harris has resigned as sales and advertising manager of the French Lick Springs Hotel Co., proprietors of "Pluto" water. Mr. Harris was formerly assistant advertising manager of Armour & Company and was secretary of the Audit Bureau of Circulations. Mr. Harris is now at Los Angeles. He has not announced his plans for the future.

Carl Bly, Advertising Manager, Republic Rubber

Carl Bly has been appointed advertising manager of The Republic Rubber Corporation, Youngstown, Ohio. Mr. Bly has been assistant advertising manager of this company for the last two years and was for six years with The Goodyear Tire & Rubber Company at Akron.

Seghers to Make a Change in Cincinnati

C. C. Seghers will join the publicity department of The Baldwin Piano Company at its Cincinnati office on December 1. He is now advertising manager of The Perry C. Mason Co., Cincinnati.

Baltimore Accounts with Ruthrauff & Ryan

The Baltimore office of Ruthrauff & Ryan, Inc., New York, is now handling the accounts of the Lombard Mail-Order Co., Baltimore, and the Maryland Pharmaceutical Co.

Mitchell-Faust Has Marshall Field Account

The advertising account of Marshall Field & Company, wholesale, of Chicago, has been placed with the Mitchell-Faust Advertising Company, of that city.

Jones & Baker Account for Maclay & Mullally

Beginning December 1 the advertising account of Jones & Baker, securities, New York, will be handled by Maclay & Mullally, Inc., New York.

New Printz-Biederman Managers

L. W. Neumark will have charge of advertising and E. J. Ensten will have supervision of sales for The Printz-Biederman Company, Cleveland, succeeding Charles J. Crockett, whose resignation as sales and advertising manager was reported in *PRINTERS' INK* of November 11. Both Mr. Neumark and Mr. Ensten have been members of The Printz-Biederman sales staff.

New Agency Formed at Akron, Ohio

The Martin & Smith Advertising Agency has been established at Akron, Ohio, by A. J. Martin and H. A. Smith.

Mr. Martin was formerly with the advertising departments of The B. F. Goodrich Co. and the Firestone Tire & Rubber Co., Akron.

Mr. Smith has been with the Firestone Tire & Rubber Co., Akron, for the last ten years.

New Accounts with Canton Agency

The Northern Advertising Service, Canton, O., is now handling the accounts of the Elite Manufacturing Company, Ashland, O., maker of "Reliable" jacks; R. C. Dancer, Wheeling, W. Va., wall paper jobber; Mock Electric Supply Co., Canton, O.; Lake Shore Printing Company, Sandusky, O., and Boyer Office Supply Company, Canton, O.

Wells-Ollendorf Company New Chicago Agency

C. A. Wells and C. J. Ollendorf have formed an advertising service agency in Chicago to be known as the Wells-Ollendorf Company. Mr. Wells was formerly with the Chicago Tribune and Mr. Ollendorf was recently assistant treasurer of Henri, Hurst & McDonald, Chicago.

Pacific Coast Public Utility Company Advertises

The Great Western Power Company, of California, a Pacific Coast public service corporation, has undertaken a newspaper advertising campaign. The account is being placed by the Honig-Cooper Company, Inc., in those cities where the company has a service to sell.

Joins Grand Rapids Show Case Co.

Marlin N. Baker, formerly on the staff of the Dean-Hicks Co., Grand Rapids, Mich., publisher of *Good Furniture Magazine*, has joined the advertising department of The Grand Rapids Show Case Co.

Research the Guiding Force of Business

A constantly changing market demands well-organized research work. C. S. Duncan, chief investigator for the National Industrial Conference Board, told members of the New York Advertising Club last week in the course of an address on "New Forces and Influences in Business."

Mr. Duncan stated that in his belief research work is making for a new guiding force in the business world.

New Accounts with Matteson, Fogarty, Jordan

The Matteson, Fogarty, Jordan Company, Chicago, is now handling the accounts of Wm. B. Reily & Co., New Orleans, La., coffee importers and roasters; the Marietta Stanley Co., Grand Rapids, Mich., toilet preparations, and the Red Seal Serge Company, Chicago, Ill., clothing.

H. C. Drum with Filmusic Co., Los Angeles

Harry C. Drum, formerly advertising manager of the Gates Rubber Company, Denver, Colo., has been appointed general sales and advertising manager of the Filmusic Co., of Los Angeles. This company makes roll music for player pianos.

A Potato Trade Paper Started

A new publication called the *Michigan Potato Exchange* has been started by the Michigan Potato Growers' Exchange. Michigan is one of the three largest potato-producing states. C. E. Denasmore, of Bellaire, Mich., is editor and manager.

J. A. Califf, Jr., Joins Glidden Butter Co.

J. A. Califf, Jr., recently advertising manager of the Jelke Oleomargarine Company, Chicago, has become advertising manager of the Glidden Nut Butter Company, of Cleveland, manufacturer of "Dinner Bell" nut margarine.

Soap Account with Dippy Agency

The Absorbent Soap Company, Inc., Philadelphia, advertising account is now being handled by Robert H. Dippy, of that city. A newspaper campaign in Eastern cities will soon be undertaken.

J. Roland Kay Co. Adds to Copy Staff

Kenrick A. Hatt, formerly with Russell T. Gray, engineering advertising service, Chicago, has joined the technical copy staff of the J. Roland Kay Co., Chicago.



*The Wahl Manufacturing Company see
the point of urging the merits of the
EVERSHARP pencil to the million
and a half active men and women
who read the nine magazines comprising
The All Fiction Field*

The ALL FICTION FIELD

"The Field of Greatest Yield"

Published by

Doubleday, Page & Co.
The Frank A. Munsey Co.

The Ridgway Company
Street & Smith Corporation

1,520,000 A. B. C. Circulation

More Proof of the Selling Effectiveness of Ideas

Winchester Repeating Arms Company Reports on Result of Junior Rifle Corps Idea

By Robert R. Updegraff

A SHORT time ago PRINTERS' INK published an article entitled "It Is Ideas That Move Merchandise."

One of the idea campaigns cited in this article was the Junior Rifle Corps campaign of the Winchester Repeating Arms Company.

At the time, the writer wrote to the Winchester company to get a line on just how successful this Junior Rifle Corps idea had been. A reply was not received in season to include the actual facts in the original article. But now comes a communication from an executive of the company that is sure to be of interest to readers of PRINTERS' INK, for it tells just what happened to an idea campaign.

Says the memorandum from this executive:

"The Winchester Junior Rifle Corps is a national service organization which has grown beyond its first intention. The W. J. R. C. is rendering a service which no other organization, charitable, commercial or municipal, is rendering the boys and girls of America. *

"The Winchester company is able to bring this education to the boy and girl only by virtue of the fact that the company also profits by so doing, thus making the benefit mutual to the company and to the boy. The value of this education to the boy is in no wise lessened by the virtue of the fact that it is brought to him by a commercial organization rather than by a charitable or municipal organization. We are increasing in growth at the rate of nearly three thousand members and seventy-five units, as our rifle clubs are called, a month. We are running about twenty matches and one classified national match a month.

"We have grown in three years from a very small beginning to a membership of 70,000, reaching into every State of the Union, into Canada, Alaska, Central and South America, Hawaiian Islands, Philippine Islands, Japan, China, Australia, New Zealand, Africa and Europe.

"The W. J. R. C. was installed in over one hundred camps during the past summer. Schools, churches, industries, organizations such as the Y. M. C. A., Boy Scouts, the R. O. T. C., rifle clubs, Federated Boys' Clubs, Boys' Brigades—all have become members of the W. J. R. C.

"This organization is nationally covered by a National Advisory Board of prominent citizens, locally governed by a Board of Judges, composed of representatives from the following organizations:

"Chamber of Commerce, Board of Education, Superintendent of Schools, Police Commission, Rotary Club, Kiwanis Club, Y. M. C. A., American Legion, Boy Scouts, Military Organizations, N. R. A., R. O. T. C., clergy, Federated Boys' Clubs and the press. Dealers have testified that it has been the means of doubling and tripling their sale of .22 products.

"The success of the plan from an advertising standpoint is the fact that the Winchester Repeating Arms Company has sold an organization and the organization in return has sold the product."

Thus has something that originated as an advertising (or merchandising) idea grown into a great national organization that is selling not merely rifles and ammunition, but shooting, to the youth of America.

Over 350,000—only a few weeks ago
Over 360,000—a little later

Right Now:

Over 370,000

Circulation

At Three Cents a Copy

No evening newspaper in America (aside from Mr. Hearst's *New York Journal*) has so large a 3c circulation as has the *Chicago Evening American*

Only a few weeks ago we published announcements calling attention to our circulation of "over 350,000," then later "over 360,000," and right now we are selling more than 370,000 daily.

**This Popular Newspaper Grows
Steadily in Public Favor**

Chicago Evening American

Member of A. B. C.

Nov. 25, 1920



The Strength in the Earth Touch

Remember the giant who renewed his strength every time he touched the earth? The contact brought new power for each battle.

This famous story has a parallel in the experience of this Advertising Agency in its close contact with markets, conditions, and people in the Agricultural field.

For Agriculture is the One Essential Industry. To come in contact with it is

to get close to the big earth forces; it speaks a universal language; it is the one universal audience.

The cotton planter of the South; the grain magnate of the North; the dairyman of the East; the fruitgrower and lumberman of the West; the corn belt farmer of the Mississippi Valley—these are the buyers; their pockets are open, their needs are limitless.

Farm conditions are the underlying fabric of our economic structure, intimately tied up with the industrial situation. You cannot separate the city from the man who feeds it; you cannot set the field apart from the factory. No manufacturer of any commodity can ignore the problem of the small community and the buyers on the farm.

Whether you want to sell a food product in the city, a washing machine in the small town, a farm implement or toilet articles, you need the Agency with the widest background, the practical *elemental* training, the real human touch.

In your business, whatever you sell or wherever you sell it, you can profit by this Company's intensive, intimate contact with the life, conditions, and needs of this One Essential Industry.

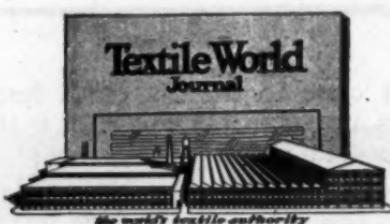
CRITCHFIELD AND COMPANY

H. K. BOICE, President

Advertising and Merchandising Agents

CHICAGO NEW YORK DETROIT MINNEAPOLIS

Nov. 25, 1929



Reaches an industrial field which buys \$500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the Union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

TextileWorld Journal

*Audit Bureau of Circulations.
Associated Business Papers, Inc.*



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

Sent Complete Factory Equipment to France to Start American Business There

Then Durham-Duplex Razors Are Advertised and Sales Are Made, in
Spite of Unfavoring Circumstances

THE mistakes of American business men who attempt to do business with foreign countries have been emphasized so often, and so many horrible examples have been held up for the edification and the warning of others, that it may be refreshing, by way of variety, to describe briefly the success of an American concern in the foreign field. There seems to be no good reason why success should not be as instructive and helpful an example as failure, and it is certainly pleasanter reading. At any rate, the experience of the Durham-Duplex Razor Company in establishing itself in the French market may contain a suggestion or two worth placing on record.

Incidentally, this company's experience is illuminating in connection with the discussion of the French market by J. A. M. de Sanchez, of the French High Commission, in the United States, in PRINTERS' INK for October 28.

In the first place, by way of a prefatory background, it should be noted that, until quite recently, the only safety razors known in France were what is commonly called the "hoe type." The term "safety razor," or "*rasoir de sûreté*," as translated, was scarcely understood, and the only kinds of razors known were the type above mentioned and the old-fashioned variety.

Furthermore, one of the results of the war was the flooding of the French market (particularly the Parisian market) with safety razors and blades originally destined for the allied armies. These war stocks, as they were called, naturally sold at greatly reduced prices as compared with the regular goods. One well-known make, for example, which sells here for \$5, was selling for twenty-five

francs, and other makes were also available at similar prices.

It will probably be admitted that those conditions were not the most favorable possible, but those are the conditions which the Durham-Duplex Company was forced to meet last March, when it purchased a factory and started manufacturing in a suburb of Paris. Naturally enough, it was a manufacturing proposition, not a matter of export, on account of the exchange rate.

COUNSEL FROM FRANCE

Now, from the start, and even before any actual beginning had been made, the company did what many American concerns are criticised for *not* doing; it was guided by the counsel and experience of an organization on the spot, in this case an advertising agency in Paris. By the advice of the agency the company shipped from New York a complete installation of machinery and equipment for the factory (which was not yet in existence), even down to electric-lighting bulbs and wiring. A supply of material was also forwarded in advance, including such minor items as oil and tinfoil, so that, literally, nothing would have to be purchased in France. It is so easy to assume that a certain article will be available, and it is so easy, also, to have a whole plant tied up for months on end while waiting for some minor, but indispensable, commodity.

The machinery and equipment arrived at Havre at about the same time that Mr. Sheehan and Mr. Adams, president and vice-president of the company, arrived in Paris. A factory building was yet to be secured; the machinery was still to be gotten past the customs and transported to Paris in the face of a railway strike; it was

Nov. 25, 1920

still to be installed in the building, and a force of men secured to work it. Perhaps it will be set down to the credit of advertising agents in general, and to one French advertising agent in particular, that all of those things were accomplished within the space of nine days from the arrival of the machinery at Havre. Even to such unaccustomed duties as the securing of permission to lead a water main into the factory (a process of some involved and complicated difficulty in France), the agency lent itself with zest and enthusiasm. As a result, it is said that French precedent has been shattered in a very important direction.

Naturally enough, the company had no sales organization and no distribution. A contract was, therefore, made with a large wholesale house for representation for a year, during which time it was understood that the company would build up a sales force of its own. It may be remarked, in passing, that at the end of six months this contract was voluntarily terminated, and the company has now its own sales force covering France from four district offices.

Advertising was placed in four newspapers published in Paris. From the American point of view that statement is not particularly impressive, but in France it represents a comprehensive national campaign. The appropriation for the first three months—150,000 francs—represented a sum in excess of what most French advertisers spend in a year. And, translated into American dollars according to the current rate of exchange, this national campaign of impressive proportions represented less than the cost of a single page in some American publications. This, together with a clever window display for the retailer, comprised practically the entire advertising campaign.

The copy was largely devoted to introducing and explaining the term "safe razor"—*rasoir sur*—as distinguished from the familiar term, "safety razor." "A true ra-

zor—a razor made safe—a safe razor," was one slogan. Another, the familiar phrase, "The soul of the razor is the blade," became by a happy accident of translation, "*L'ame du rasoir c'est la lame*," comprising at one and the same time a statement of fact and a clever play upon words.

Wade Hill Adams, the vice-president of the company, has taken up his residence in Paris and has organized a selling force for the company. The little factory at Sartrouville is working full time, and razor blades and razors are being shipped from it every day. Not a tremendous output, of course, but enough to keep a single unit that is in operation there busy, enough to keep a sales force and maintain an advertising campaign, which campaign is steadily establishing the Durham-Duplex Razor as a standard article of French make on the French market.

Christmas Campaign for Luminous Material

The luminous material that is used by manufacturers to illuminate watch faces, electric chain pendants and what not, is to be sold at retail to those who wish to experiment with the product itself, rather than buy the articles to which it had previously been applied. The Radium Luminous Material Corporation, which produces Undark radium luminous material, has introduced an "Undark Radium Illuminating Set," which contains the proper materials for the work and will advertise it for Christmas selling.

"A lively interest in Undark radium luminous material," says a letter to dealers, "and a widespread demand for it by children, as well as adults, have been created by our extensive full-page advertising in many of the best known national publications. . . . The younger generation is delighted by applying this luminous paste to the various articles suggested and the parent appreciates the great convenience and safety made possible by this bright and lasting luminosity in the dark."

Among the articles on which the company suggests that Undark may be used, are watches, clocks, flashlights, pull-chain pendants, push-button switches, flip switches, door bells, house numbers, hospital call bells, ship's compasses, locks, safe combinations, gasoline gauges, speedometers, steam and pressure gauges, revolver sights, telephone mouthpieces, fire extinguishers, mine signs, women's felt slippers, fish bait, theatre seat numbers, convention buttons, poison indicators.



The Primitive Message

THE Indian sign-language conveyed the simple truth to simple minds in the simplest possible way. There is much of the primitive in us all today. The advertising we do for our clients puts the message across by presenting the single Dominant Idea of a business simply, directly, forcefully.



**M'Junkin Advertising
Company**

Five South Wabash Avenue, CHICAGO

Advertising Is Our Foreign Trade Weapon

South and North Americans Tell Pan-American Division of Associated Clubs that Our Advanced Advertising Is Our Greatest Asset in Foreign Trade

ADVERTISING can give the United States a dominant position in foreign trade, especially in South America. Manufacturers, diplomats and publishers of South America and North America set forth this belief in different messages before a meeting of the Pan-American Division of the Associated Advertising Clubs of the World, held in New York on November 19.

Among the speakers were Jerome S. Hess, representing Roberto V. Pesquiera, Mexican Financial Agent in New York; Sebastiao Sampaio, Commercial Attaché of Brazil in the United States; Marcos Grinfeld, general manager of Editorial Atlantida, publishers of Buenos Aires; John Barrett, retiring chairman of the organization and former director general of the Pan-American Union; James Carson, of the National Paper & Type Company, who was elected chairman of the division, and Herbert S. Houston, vice-president of Doubleday, Page & Co.

The great advantage that our knowledge of advertising should give us was clearly defined by the new chairman, James Carson, when he said:

"It is the belief of a number of prominent manufacturers, merchants, exporters and publishers of the United States that rightly directed advertising throughout Latin America will be one of the most important factors in the fight which will have to be made by us to maintain the trade supremacy which came to us in a large measure through the accident of the war. Although most of Europe is still in a deplorable economic state, signs of reviving competition are not lacking. The very high premium on the American dollar in nearly all of these markets in a measure neutralizes

our advantage over Europe in productive capacity, raw material, money resources, labor supply and shipping facilities. Unless we fight, and fight hard, to maintain the great lead we have acquired in Latin-American trade since 1914, we shall again find ourselves crowded uncomfortably. In this trade war, for it will be such, scientific advertising in all that term implies, including proper distribution and efficient marketing methods, will be one of America's most powerful weapons.

"Europe has been in the exporting business for a century. She has learned the technique of the game from the hardest of teachers and best of schools—experience. America is an apt pupil and will learn quickly and benefit by Europe's experience, but not until the country in general and the mercantile community in particular fully comprehend the importance of foreign trade to our domestic well being. Only the quickening stings of economic necessity will bring this home to the many. Advertising can be of great help.

WHY EUROPE HAS EXCELLED

"An inventory of Europe's advantages over us in Latin-American fields includes the following resources:

- "1. Preponderance of invested capital;
- "2. better banking facilities;
- "3. cheaper and more extensive transportation means;
- "4. more efficiently trained salesmen;
- "5. ability and willingness to manufacture according to the specifications of the particular markets;
- "6. generally lower prices.

"Our liabilities would, of course, be the converse of the above and in our resource column might be listed:

- "1. Advanced advertising methods;
- "2. initiative;
- "3. plant ca-



The PLAIN DEALER'S MARKET

All of Northern Ohio is **The Plain Dealer's Market**—the richest, most densely populated territory between New York and Chicago—including such important industrial centers as Akron, Canton, Youngstown, Sandusky, Lorain, Ashtabula and others of equal prominence.

And, of course—**CLEVELAND**, Fifth City.

This progressive, thickly populated area is "**The Plain Dealer's Market**" because **The Plain Dealer**—Cleveland's only morning newspaper—is the only medium that thoroughly covers *all* of it at one cost to the advertiser.

The Plain Dealer

CLEVELAND

Eastern Representative

JOHN B. WOODWARD
Times Bldg., New York

Western Representative

JOHN GLASS
Peoples Gas Bldg., Chicago

Nov. 25, 1920



(New Detroit Public Library)

Serving the Public Mind

In Detroit, the finer things of life are not overlooked, even though this is a city whose reputation has been earned by its intensive industrialism. The proof may be had in this new \$4,000,000 library building, now nearing completion, in what is to be a wonderful art centre.

Just as this great library serves and feeds the public mind by choice, so does The Detroit Free Press—not by choice, but rather by direction. The good newspaper must *lead* public thought, not merely *follow* it.

Because of a sane and judicious leadership in the direction of thought as applied to civic and national problems, The Detroit Free Press has earned the unbiased confidence of those homes where buying permanence is guaranteed to such advertisers as may seek their acquaintance through its columns. As this newspaper serves the public, so will it serve you—the advertiser.

The Detroit Free Press

"Advertised By Its Achievements"

Foreign Representatives

VERREE & CONKLIN, Inc.

NEW YORK

CHICAGO

DETROIT

pacity and quantity production; 4. money; 5. willingness to learn.

"To those who have thought the matter out, it is not an exaggeration to say that rightly directed advertising in sufficient volume may be made one of the most valuable of our resources in our trade efforts in these southern fields. It is the one phase in this coming sales campaign in which the United States far outdistances her European rivals. They have never even approximated us in the efficient use of advertising as an adjunct to scientific merchandising. The Germans, and to a lesser extent the British and the French, have depended upon the personal contact of the trained salesman who has traveled through the various countries well equipped with language, a knowledge of the people, their wants and their peculiarities, and an extensive line of samples.

WHERE AMERICA MAY EXCEL

"The war thrust the United States to first place in this trade race. The ubiquitous German salesman was early knocked out of the game, and the British and French traveler also later disappeared. Two years after the armistice we still hold first place. Our banking facilities have been improved; we have a greater number of ships carrying our own goods; more of our salesmen are traveling through the territory speaking the language of the people, and we have made some little progress in bowing to the dictum that we must manufacture for the special requirements of the trade. Whether we are right yet, in so far as prices are concerned, remains to be seen. We know that, with the exception of Mexico and Cuba, we are yet far off on the proposition of investments, but with the gains we have made in the other of the six points mentioned in the list of Europe's resources, we will always continue to hold the whip hand if we utilize to the fullest the possibilities of advertising.

"We are pioneers and past masters in this phase of merchandis-

ing. If Europe is ten years behind us in this respect, the Latin American countries, with four possible exceptions, are thirty years in the rear."

Mr. Carson then commented on our failure to use advertising in a manner that would make possible a great advance in our foreign trade. It was in order to spread the gospel of advertising in Latin America that the Pan-American Division was formed. Mr. Carson gave the following outline of its history and plans for the future:

"This organization was born during the New Orleans convention of the Associated Advertising Clubs of the World. It functioned at the Indianapolis convention, but it has not found itself yet because, owing to after-war conditions, it has been unable to give definite concrete service to the different elements from which it must gain its support. Unless the organization can give such service, and in large measure, it has no reason for existence. Its work can be one of the biggest factors in our trade with Latin America. The possibilities of this division are only limited by the capacity, intelligence, enthusiasm and vision of its officers. It can be made an influence so potent that not only the mercantile community, but the Federal Government itself will look to it for advice and help. And all this can be brought about by giving a service so useful that its utility will sell it.

"This is true, but we who preach advertising, must conduct a publicity campaign for the purpose of selling the Pan-American Division of the Associated Advertising Clubs of the World. We must sell it on the basis of the service to be rendered to the principal elements interested, which are:

"(1) The American merchant, manufacturer and exporter; (2) the American foreign advertising agency; (3) the American publication with Latin-American circulation; (4) The Latin-American publisher, and (5) the general cause of closer relationship be-

tween the business interests of the United States and Latin America.

"This campaign will have to begin with little capital and must be financed on its merits as the work proceeds. If we can give *real* service, and what an opportunity there is to do so—there will be no lack of financial support. The work calls for salesmanship of a high class, for the ability of an advertising man with vision, patriotism, original ideas and the power to put them into attention-commanding language, and for the executive ability to put over the programme after it has been sold to the interests involved, which presupposes the ability to raise the money necessary.

"The work must be conducted on the basis of broad public policy, and at the same time be effective, dignified and economical. We should teach and preach, and practice, more especially in Latin America than in any other part of the world, the doctrine that truth in advertising is of the supremest importance. This is so because for twenty years our European rivals have pointed a picture which is flashed on the Latin-American mind by the two words 'Yankee Bluff.' For the German, Frenchman, Italian, Spaniard, and even our English cousin, this has been a favorite and all-embracing weapon which has been worked unceasingly and unfairly to the disadvantage of the United States merchant.

"The war helped to stamp out a part of this, but the Pan-American Division of the Associated Advertising Clubs of the World can totally erase the prejudiced concept if they remember that while advertising is one of the biggest business getters, yet if carelessly used it can do more harm than almost any other feature of selling. We should weigh every word in our message to the Latin Americans and thus be fair to them as well as ourselves. In that way we will reach the great goal, which is to establish 'confidence.' Our British rivals have won in this to the extent that when one Latin American wishes to impress another with the truth

and seriousness of his proposition or promise he says 'palabra inglesa.' (The word of an Englishman.) May the time come when he can repeat 'palabra americana.'

The motion picture was credited with having brought about great changes in the buying habits of South Americans by Marcos Grinfeld. He related that shortly before leaving Buenos Aires the proprietor of one of the largest department stores in that city had informed him that twenty-three out of twenty-five women making purchases in his store demand American goods. The style of these goods must be the same style as they have seen in American motion picture plays.

The other officers and directors of this division of the Associated Clubs, in addition to chairman, elected at this meeting are: vice-chairman, Jose Camprubi, publisher of *La Prensa*; treasurer, George E. Roberts, vice-president, National City Bank.

Directors: S. T. Henry, vice-president, Allied Machinery Co.; J. Roland Kay, president, J. Roland Kay Company; O. M. Goge, export manager, Robert H. Ingersoll & Bro.; Ernesto Montenegro, North American representative *El Mercurio*, Santiago, Chile; Herbert S. Houston, vice-president, Doubleday, Page & Co.

California Olive Oil Company Advertises

The Ehmann Olive Oil Company, of Oroville, Cal., is sending out copy on its product to a few large dailies in the important cities of the United States. The Atlee Hunt Advertising Agency, of Oakland, Cal., is handling the account.

C. S. Hyman Joins Fuller Agency

Claude S. Hyman, formerly advertising manager of the Standard Motor Truck Company, Detroit, has joined the copy staff, automotive department, of the Charles H. Fuller Company, Chicago.

Charles R. Ace is now associated with The Bradley Company, direct advertising, New York.

Nov. 25, 1920

PRINTERS' INK

Reader Interest

Much has been said about this commodity. We have no doubt that when Caesar's newspaper was submitted to prospective advertisers the subject of reader interest was brought up. But the theme is as true as it is old: that the amount of merchandise sold to the readers of a magazine is in direct proportion to the reader interest of that magazine. Take the case of ASIA. Of all contemporary magazines there is probably none that is more earnestly or intently read. An evidence of which is first hand information from our readers placing ASIA at the head of their list for first, second and third choice of magazines.

ASIA circulates among the unusually well-circumstanced people throughout the United States.

RAYMOND A. BABCOCK
Director of Advertising



ASIA PUBLISHING COMPANY, 627 Lexington Ave., New York

In the West: SEARS & IRVING, Peoples Gas Building, Chicago



The best
thing we
can wish
you

Jnos. Cisack Co.

OUTDOOR ADVERTISING
PAINT DISPLAY - POSTER ADVERTISING
ELECTRIC SPECTACULAR



Nov. 25, 1920

**PRACTICAL
SHADING TINTS
AND THEIR
APPLICATION
IN MODERN
ADVERTISING
ILLUSTRATIONS**

FROM THE STUDIOS OF
OSGOOD CO.

ILLUSTRATORS
PHOTO-ENGRAVERS
ELECTROTYPErs
CATALOG MAKERS
416-430 S^E MARKET ST.
CHICAGO
ALSO OPERATING
OSGOOD STUDIOS
141 WEST 36TH STREET NEW YORK

SEND FOR YOUR COPY No Charge

Showing as it does the possibilities of artistic shading tints in the production of distinctive advertising illustrations, this is a book that supplies a decided need among discriminating buyers and users of printing plates. It is the most complete presentation of the kind ever offered and, in addition to containing many original screen and pattern designs, illustrates as well their practical application in pictorial form. An educational and inspirational volume—yours for the asking.

USE YOUR BUSINESS STATIONERY

OSGOOD COMPANY
ART STUDIOS FOR ADVERTISERS
PHOTO-ENGRAVERS-ELECTROTYPErs
COMPLETE CATALOGUE SERVICE
416-430 South Market St. CHICAGO

Also Operating OSGOOD STUDIOS
141 West 36TH Street NEW YORK

Advertising for New Citizens Sold a Territory to the Old Ones

Vast Farm Lands of Southwest Attract New Settlers, and Communities Spruce Up to Welcome Them

A N advertising campaign, opened early in 1920 by the Great Southwest Association, has awakened a new spirit throughout the twenty-one counties of southwest Kansas, southeast Colorado and northwest Oklahoma, where the Association has its membership. Although this advertising campaign was launched entirely with the idea of promoting this territory in the rest of the country, it has had the added advantage of selling the home folks also.

Stimulated by civic pride, after reading advertisements about the merits of their own territory, the people have formed forty-six better community clubs in towns and rural districts which never before had such a thing as a civic or commercial organization. Communities that were formerly content to send their children to a one-room country school, are selling the old school buildings for granaries and building many-roomed graded schools to serve consolidated districts, manned by better salaried teachers. Farmers are meeting as never before to exchange views on agricultural problems peculiar to their climate. New settlers, who formerly were left to shift for themselves, are being told by experienced neighbors, how the Southwest differs from their home States and how they can make money by farming so as to take advantage of climatic conditions.

The Great Southwest is a land of vast areas. It has counties bigger than some of the States back East. The whole area is a great deal larger than Massachusetts, New Hampshire, Connecticut and Rhode Island combined, but for every sixty people living in those four Eastern States there is but one in the twenty-one counties in the Great Southwest Association.

The most desirable thing in a

region as sparsely settled as that is a neighbor. About a year ago one of the leading business men of the section started interest in an advertising campaign to bring more farmers to the area.

A mass meeting was called to be held at Garden City, to discuss the plan of getting neighbors. Invitations were sent to all those towns included in a territory where the interests of the people were largely identical. State boundaries were not considered in mapping out the territory. Business men and farmers came in from all over the region in automobiles to this first mass meeting.

The Southwest is a young country, and the people who live in it are young. They are quick to investigate new ideas and work them out. The mass meeting formed the Great Southwest Association, which is a co-operating non-profiting organization. County and State lines were wiped out. Town rivalries were forgotten in the larger effort.

The membership of the Association is made up of bankers, doctors, farmers, merchants, salesmen and teachers. They have no land for sale and no land selling scheme.

WHAT THIS SECCIÓN HAS TO ADVERTISE

Its chief work is to advertise for neighbors. With a promptness impossible in older communities, the mass meeting voted to raise \$25,000 for the first year's advertising. Headquarters was opened at Dodge City, Kan., and advertising counsel was called in.

Farm papers, circulating in States where there is a large population were used to carry the message. The advertising copy told of low-priced farms, of bountiful crops and of the possibility of using power machinery

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in a country of level stretches, but the main theme of advertising was, "Neighbors and Citizens Wanted." "You Are Invited" were the words in big, black type in one advertisement. One carried the sentence, "These Farmers and Business Men Invite You to

the farmers learned facts about their country they had not known before. They had always been told that the high western prairies did not have as much rainfall as the low valleys nearer the Mississippi, but now they were reminded that most of the rain falls during the growing season when crops need it most. This made them appreciative of their sunny winter skies. Their advertisements told of good schools and churches. That set them to thinking. Of course the schools were as good as in other rural communities, but why not make them better?

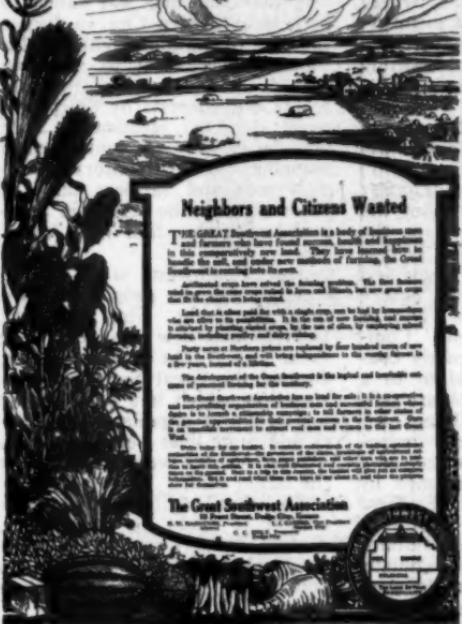
"We have to make our new neighbors feel at home," one hospitable farmer said, who had come to the Southwest and settled on a claim eighteen miles from his nearest neighbor.

The work of making them feel at home was commenced. New settlers already have moved to the country and the Great Southwest Association is welcoming them just as it promised. The Association of itself is too unwieldy to reach into every

community of the extensive territory, consequently it acts through the community clubs.

Commercial clubs which already were organized in the larger towns, and the community clubs of the smaller towns, have all been merged into the central Association. Each community has its little local problems to solve, but in the larger effort all work is co-ordinated. Old neighbors work together in these community clubs, and new ones are welcomed

A New Country With An Established Agriculture



Neighbors and Citizens Wanted

THE GREAT Southwest Association is a body of business men and farmers who have found success, health and happiness in this comparatively new land. They have learned how to handle the soil, and have new methods of farming. The Great Southwest Association is a natural outgrowth of the Great Southwest.

Antecedent events have served the American frontier. We first became interested in the country when we came to Texas and Mexico, but our great urge

was to get the country for ourselves. It is the aim of the Great Southwest Association to help the people of the Southwest to develop their resources, and to help them to live in harmony, contentment, and prosperity.

Many towns of Sherman's cities are enclosed by fine bounded areas of new land, and the people are living independently in the country. In a few years, however, a little town will be built up.

The development of the Great Southwest is the logical and inevitable outcome of the growth of the country.

The Great Southwest Association has no local or state organization, and no permanent organization of business men and successful farmers whose sole object is to help the people of the Southwest. It is a loose association of individuals who have a common interest in the welfare of the country, and who are willing to help each other in their efforts to improve their own and others' homes in the Great Southwest.

Write today for our booklet. It contains many of the interesting information concerning the Great Southwest, and the opportunities for success in the country. It also contains a list of the towns and cities in the Great Southwest, and the names of the men who are leading the way in the development of the country.

We invite you to become a member of the Great Southwest Association.

It is a great opportunity for you to help the people of the Great Southwest.

It is a great opportunity for you to help the people of the Great Southwest.

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It is a great opportunity for you to help the people of the Great Southwest.

A HOME-LIKE INVITATION TO NEW SETTLERS

Be Their Neighbor and to Profit With Them."

As was expected the advertising attracted new citizens. But there were unexpected results. Many a business man has found that the spirit of his employees was improved as a result of an advertising campaign. In this case the improvement of spirit spread over a territory whose limits are as far apart as the distance from New York to Buffalo.

By reading the advertisements



PAUL FRANK

I have always called Paul Frank a "big little man." He is small in size, but big in mentality, as well as big in friendships and ambition.

He was with the Kansas City Star for over ten years, and later with the Chicago News for several years before joining my Organization. He has been associated with me for about five years and the association has always been a very pleasant one.

Lane Block

The Washington Post

Many newspapers promise advertisers "co-operation." A few deliver real, intelligent, constructive "promotion." In this class agents and advertisers admit that the Washington Post is supreme. If you want a careful analysis or survey of Washington—ask the Post.

A large Washington distributor, whose opinion was asked, recently wrote a well-known food advertiser as follows, "The Post has put over several food products very successfully. We think it would be a good plan to run about 60 per cent of your advertising in the Post and 40 per cent in the—(second paper). The Post's promotion plan is very attractive and would help you materially," etc., etc.

Wise advertisers who know Washington always pick the Post first.

to the ranks of the old ones. New farmers are told by their neighbors what kind of crops do well in the soil of the Southwest. They are told of the advantage of summer fallowing and deep cultivation as a means of moisture conservation. They do everything possible to make the newcomer win prosperity just as the old ones have done.

Community life has undergone a great change. The new consolidated schools which are being built are becoming community centres, to which families drive in motor cars and greet neighbors who live miles away.

The advertising has had such a good effect all around that the Great Southwest Association will increase the advertising. Fifty thousand dollars is being raised to buy space for 1921 and present plans contemplate a continuation of similar expenditures for 1922 and 1923.

Survey of Community Advertising Being Made

The Community Advertising Department, of the Associated Advertising Clubs of the World, is sending out a questionnaire to members of its research committee, asking for information regarding advertising done by cities and states since 1910. Information regarding amount paid for space, cost of printed matter and overhead, name of organization and chief executive officer, and names of leading newspaper and magazines used, are some of the questions asked.

After a study of existing laws and statutes, the research committee of this organization will undertake to draw up a model law for introduction in state legislatures, allowing states to advertise, and a model ordinance for cities allowing cities to advertise.

Arthur Thomas, manager of the Bureau of Publicity, of the Omaha, Neb., Chamber of Commerce, is chairman of the Community Advertising Department.

"Today," which is termed a magazine for service and ex-service men, is the name of a new bi-monthly publication issued to further the interests of The Association of Army and Navy Stores, Inc., New York.

Dwight S. Anderson is publicity manager of the association.

The R. P. Wood Advertising Service was recently organized at Chattanooga, Tenn., by R. P. Wood, L. D. Myers and W. L. Webb.

Bank Gives Customers Advertising Plan in Advance

Something new in the way of impressing customers with what their bank means to them has been produced by the National Newark & Essex Banking Company, of the city of Newark, N. J.

The unusual part of this campaign is the fact that the customers were "let in" on the advertising plans of the bank. This bank had decided upon a newspaper advertising campaign, but before any of the copy appeared in the newspapers the advertisements were produced in booklet form and thousands of copies distributed to customers and prospective customers. Each booklet was accompanied by a personal letter from Charles L. Farrell, president of the bank, explaining that inasmuch as few persons really understood how close a customer is to the bank he took this method of showing how much the bank and its customers had in common. The booklets were sent out a week prior to the appearance of the first advertisement so that it was a comparatively easy matter for each one who had a booklet to follow the advertising as it appeared in the various newspapers.

The advertisements presented points on banking service in simple language. The keynote of public service is introduced in the first advertisement, the first paragraph of which reads as follows: "The feeling of friendliness between our customers and ourselves is so strong, and the spirit of co-operation is so evident, that we feel that our customers in helping this institution attain its enviable position as the largest bank in the State of New Jersey are doing a great work for the City of Newark."

Would Cut Christmas Mail

Postmaster Thomas Patten, of New York, has addressed a letter to business houses urging them to discontinue during the ten days before Christmas the mailing of circulars and catalogues.

Mr. Patten said it was also advantageous for large shippers of parcel post mail to deposit it under permit numbers without stamps affixed, or to use pre-cancelled stamps and to have such shipments separated as to towns, cities and states, and deposited whenever practicable, at final points of distribution.

President of Union Pacific Expects Good Times

Carl G. Percy, president of the Union Pacific Railroad, sees a bright outlook for business in 1921. In a statement issued recently he said that he believed two-thirds of next year will be a banner period for the railroads. The retailers will be obliged to replenish their low stock of goods, he said, as soon as the public resumes buying, and the large crops of the West must be moved.

Close Co-operation With Your Agency

In the turmoil of a falling market, close day-by-day cooperation with your agency and careful planning on known facts are needed. We are prepared to give the cooperation through members of our firm; and we constantly secure reliable private information on business conditions and the general advertising situation.

Write for the book—
*"How to Judge An
Advertising Agency"*

J.H. **CROSS**^{co.}
General Advertising Agents
214 South Twelfth Street - Philadelphia, Pa.

A Discovery in Automobile Sales

There are today approximately 7,000,000 automobiles in use—3,080,000 in the country and 3,920,000 in the cities.

There are approximately 6,500,000 country families and 16,000,000 city families.

This means that there are 47.4 cars to every hundred country families; 24.5 cars to every hundred city families.

Among The Farm Journal's subscribers there are 70.4 cars to every hundred families—which is 49% above the average! Thus, a total of 739,200 automobiles are owned by Our Folks.

Now we come to the "if"! *If* there is a city publication with as high quality subscribers as The Farm Journal, then it is fair to credit this publication's readers with having 35.5 cars to every hundred families—which is 49% above the city average. A publication of one million circulation, therefore, would have 365,000 automobile owners among its subscribers; a publication of two million circulation would have 730,000 automobile owners.

From all of this, and as the chart on the next page will show, it is quite evident that The Farm Journal is the first and most important publication to be used by the manufacturer of automobiles, trucks, tires and automobile accessories generally.



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OBVIOUSLY, the calendar of a printer should be a high-grade specimen of printing art.

We are proud of our calendar from an artistic standpoint. Yet—we have not sacrificed utility. The days of the month are easily readable, even from a distance.

A copy of this 3-color "utility-plus-beauty" calendar is yours for the asking. The edition is limited. Therefore your request should be forwarded promptly.

To Change Name of Product and Preserve Good-Will

Whirligig of Time and Habits of Customers Bring Change Which Starts with Big Campaign for "Astor Rice"

MAKING a change of name of a popular line of products is not usually a wise proceeding. A change even in the make-up of a container with which the consumer has been familiar for years is not unattended by risk, except where it is an improvement obviously for the advantage of the user. Such changes are generally the accompaniments of a new start given to a product that has failed. But there are exceptions.

Here is a case where changes are made both in name and container, and yet it is believed the circumstances are so accommodating that not only will there be no risk in doing this, but on the contrary the results are expected to be immensely successful. It is an unusual case, where the habit of dealer and consumer alike has led the way to the change. It should be recognized, however, that the conditions are unusual, and it is by taking advantage of the opportunity offered by the unusual circumstances that the risk of making changes can be avoided in a very simple manner.

Years ago when the Hotel Astor was the latest new big hotel in New York City, the management sought a coffee that would become known as the "Hotel Astor Coffee," and a blend produced by B. Fischer & Co., Inc., of New York, was chosen. In those days very little was done in branded coffee sold in packets, and this blend, selected by the Hotel Astor, had never had a name. It became the "Hotel Astor Coffee." It was put upon the market under that name and around it grew up a line of "Hotel Astor Products," the strongest members of which were Hotel Astor Coffee, Rice and Tea.

For fifteen years Hotel Astor Coffee, Rice and Tea have been on the market. But the only member of the family that has ever

been advertised is the coffee and it is a big seller, though, curiously enough, a national distribution for it has not been sought. In its four home States, New York, New Jersey, Pennsylvania and Connecticut, and their outskirts, the Fischer company has as many accounts as the home plant can cover. The house believes that national distribution for coffee cannot be accomplished without a chain of plants at strategic points throughout the country. But it is now going to seek national distribution for rice, and will prepare and pack it at three points—in New York for the Eastern market, and in the rice fields of Louisiana and California for the rest of the country.

But in the fifteen years many changes have taken place. The coffee has become so well known that its name is commonly clipped by both by dealers and consumers to "Astor" coffee. Moreover, in these days, new hotels are coming and going almost overnight. Foreseeing the time when it will go after national distribution for all its products, the Fischer company is feeling that it would not be a bad idea to adopt the change in the name of its line which common dealer and consumer usage has popularized.

NEW CARTONS AND NEW ADVERTISING

Advantage is to be taken of the circumstance that Hotel Astor Rice has never been advertised, though the claim is made that its name has made it the biggest seller among the packet rices. Beginning December 5, the company will launch a big campaign for "Astor Rice." A new packet has been prepared on modern ideas of color work and the new name of the old rice stands out so well it will unquestionably be one of the first things a woman will see

Nov. 25, 1920

when her eye passes across a grocer's shelves. It is not easy to miss the large, white letters on a red ground in the name plate, with orange above and below the red, and a blue and white decoration of the rice flower and ear.

The campaign has been planned so far for six months—pages, half-pages and quarter-pages in New York newspaper rotogravure sections and in one national medium—but it is understood that the advertising will be permanent and with an increasing schedule as distribution grows, though the initial effort is said to be one of the largest ever made as a start-off for a food product.

The problem of getting rice out of the cheap-food class into the ranks of the food-delights class is ably attacked in all the advertisements by means of a highly refined atmosphere in both artwork and lay-outs. For instance, in the opening rotogravure page a table with a dish of rice ready to be served is seen. It is a table in a home where the house-keeper uses beautiful table linen with lace insets and edging, and puts a bowl of flowers, silver candlesticks and fine goblets on her table.

In the copy of this first advertisement the new name is skillfully tied up to the old one and at the same time to the quality of Hotel Astor coffee by the first paragraph which runs: "Selected, prepared and packed by the importers of the famous Hotel Astor Coffee." A feature is made of cleanliness and dustlessness, and that "No other hands touch it but yours." The dealer is drawn in in the last paragraph—"Order Astor Rice from your grocer. If you fail to get it, write us. We will supply the name of a nearby grocer who sells Astor Rice."

But it is recognized that the only way to sell rice as a quality product is to teach women how to prepare quality dishes with rice. Consequently, every advertisement educates people to become rice eaters by giving recipes and pictures of the delightful dishes that result. Among these

are such as "Green Peppers Stuffed with Astor Rice," "Astor Rice Muffins," "Astor Rice Delights," "Spanish Rice," a dish which includes tomatoes, onions, green peppers and bacon, and "Astor Rice Pancakes." All these recipes make one hungry even at the reading, and that "Spanish Rice" reads so "mouth-wateringly" it would, if served for breakfast, convert the worst sluggard into an early riser. At the same time there will also be recipes to show that one pound of rice will provide a meal for a family of ten persons.

The dealer helps are of the same high-class character as the advertising, and a four-page folder, printed in roto brown, which has been sent to 50,000 dealers, telling them a story "worth \$1,000 a year to you," sets forth that only 11 per cent of the population are rice buyers and that the big market of 89 per cent of the people can be reached and a large business done by using the Astor Rice advertising tie-ups, which are sent on request. One of these is a streamer which ties up with the "Eat More Rice" slogan of the Associated Rice Millers' campaign now running, it says "Eat More Astor Rice." The salesmen also carry photographs and instructions for window displays.

In New York, New Jersey, Pennsylvania and Connecticut, Astor Rice is sold by the Fischer company's own staff of fifty-five salesmen. Outside these four States it is being handled by jobbers—and all of them, R. E. Peoble, advertising manager, says, have welcomed the change of name and do not anticipate there will be the slightest loss in prestige or that the change will ever need explaining. It is that that makes this so unusual a case. The consumers themselves were the first to make the change in the name.

The Arthur Davis Co., Inc., maker of Therogen, an antiseptic mouth-wash, has appointed the Arthur Rosenberg Advertising Service, New York, as agents. A newspaper campaign is now being placed.



The Home of the Nation

is Washington, D. C.—and the home paper of the National Capital is The Star.

If you want to drive your message home you need The Star—that's all.

Our Statistical Department will be very glad to supply any details concerning this market—and how completely The Star covers it.

The Evening Star.

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
Tribune Building

Chicago Office
J. E. Lutz
First Nat. Bank Building

Co-operative Real Estate Advertising in Indianapolis

An Educational Campaign Covering a Period of Twelve Months Undertaken in Order to Create Confidence in Members of Real Estate Board of That City by the Public

THE Indianapolis Real Estate Board is starting a co-operative advertising campaign in the Indianapolis newspapers to continue for twelve months, for the purpose of creating maximum confidence in its members, who are known as "Realtors." Educational messages will be published in quarter-page space once a week for fifty-two weeks.

This campaign is in line with the recommendation of the National Association of Real Estate Boards. The National Association has urged all local real estate boards to carry on educational campaigns in their communities for the purpose of acquainting the public with the fact that the word "Realtor" designates a member of a real estate board, and that these boards are organized to help promote better service to the communities in which they are located.

At the meeting of the Indianapolis Real Estate Board, when the co-operative plan was adopted, Merle Sidener reviewed the progress being made in co-operative advertising, and the advantages that will come to the individual members of real estate boards through co-operative educational effort.

"Taking the code of ethics adopted by the National Association of Real Estate Boards," Mr. Sidener said, "we may accomplish two things by means of intelligent publicity—first, we will impress our own members with the necessity of living up to this code of ethics, because we are publicly declaring that that is what our board stands for; second, we will get the co-operation of the buying public by encouraging real estate deal-

ing on the basis of this code of ethics.

"In other words, the use of quarter-pages in daily newspapers in which to present a series of educational messages to the public, will become the dynamo which will furnish the power both to make our members live up to their high standards, and to draw the buying public to conduct real estate transactions through members of our board. Gradually, such a movement will create in membership in our board, an invaluable franchise. We can make it practically impossible for a broker to proceed along illegitimate lines in our community.

"The emblem adopted by this board will be so popularized that the public will discriminate in favor of that office which displays the emblem on the window. No other method except advertising would be able to establish the emblem or trade-mark in the public mind. But a continued, intelligent publicity effort, such as is here proposed, would act as centrifugal force which would drive into the consciousness of the public the existence of this organization which to all intents and purposes guarantees fair dealing on the part of a man entitled to be known as a 'Realtor.'

The campaign is being financed by a voluntary subscription made by members of the board without any effort being made to assess on the basis of benefits derived.

Shirt Salesmen to Talk Optimism

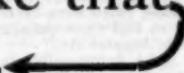
"The traveling man of the country to-day could be made a powerful influence, and might bring about a betterment of conditions by concerted action in being more cheerful and optimistic in all his conversations, and by advancing in all arguments the vast possibilities this great and prosperous country has at this particular time," says a letter addressed to the members of the organization of the Excello Shirt Co., Inc., New York, by S. D. Peyer, the company's president.

"With this thought in mind," the letter continues, "we will ask you to take the initiative and advance this thought to each and every traveling salesman you may meet, with the hope that in but a short time it may be productive of the results we are all so anxious to obtain."

BUILDING MATERIALS

A Magazine for the Dealer

Catches and *holds* the attention of 10,000 Retail Building Material Dealers every month by live, inspiring, brass-tack reading matter like that,



The November Issue
Contains—

- White Collar Philosophy.
- How One Lumber Dealer Aids Community Development.
- How a Cement Famine Was Broken.
- Will Building Costs Come Down?
- How I Used a Vacant Lot as an Advertising Medium.
- How to Put Personal Appeal Into Sales Letters.
- Why There Is a Building Shortage.
- How an Ohio Dealer Advertises Service.
- How's Business? An Optimistic View.
- Why the Farmer Needs Help.
- How the Mechanics Built for the Friendless.
- The Parable of the Cement Truckman
- No Dry Rattle of Empty Phrases Here!

This magazine is edited with a smile. Its purpose is serious. Building supply dealers order it, read it, keep it. They like it. They help write it.

It's published monthly—it's Printers' Ink size—easy to read. A. B. C. member, of course. You'll like it—ask for a copy.

BUILDING MATERIALS

Formerly The Peptimist

New Telegraph Bldg.
Detroit, Mich.

Nov. 25, 1920

Concentrate Advertising Business is Brisk: Hard \$75,000,000.00

"I hate to say this; I have been fighting the idea for years, but today I have reached the conclusion that the advertising agent, the newspaper solicitor, the publisher of publications of nation-wide circulations, are far more interested in and impressed with the importance of selling space than with the results obtained by the purchaser of such space."

The foregoing was taken from an address by H. S. Baker, advertising manager of the Chamberlin-Johnson-DuBois Co., Atlanta, Ga., delivered June 8, 1920, at Indianapolis, before the Newspaper Departmental, Associated Advertising Clubs of the World.

We do not fully agree with the foregoing sentiment expressed by Mr. Baker, but we can readily understand the series of experiences that convinced him of the soundness of his conclusions. "Statements made by some publishers of newspapers would indicate that to carry excessive advertising volume is evidence that the highest pinnacle of success has been reached."

Supremacy in advertising, like supremacy in circulation volume, is easy to attain. The answer very often is low rates—cut rates—delinquent advertising and subscription accounts. That advertising agents have bought space largely upon bulk circulation and that they have been influenced to some extent by figures presented by publishers claiming to run larger volumes of advertising copy than their competitor is not an indication that these space buyers were far more interested in and impressed with the importance of selling space than with the results obtained by the purchasers of such space.

The Audit Bureau of Circulations, of which the Tulsa Tribune is a member, has done much to purify the methods of circulation development. However, its rules and regulations were laid down some years ago, before newsprint paper had risen to the present astounding cost level. Also, those rules were formulated with the full knowledge that publisher members would have to find them satisfactory if the Bureau were to procure a source of revenue sufficient to support it.

The rules of the A. B. C. make it impossible in the semi-annual report to refer to figures presented in previous reports. This ruling cannot be changed without complying with a certain routine and then having any resolutions which might be presented adopted by the members in convention. This rule works in this way: Tulsa Tribune has increased its net revenue per copy during the past year from 6/10 of a cent to 1 1/2 cents per copy. Any space buyer who refers to the Audit Bureau of Circulations semi-annual report covering the circulation of the Tribune would find that the average gross circulation was less than the report of a year previous. There is no possibility under the rules of the Audit Bureau of Circulations whereby the Tribune could present on its report a tabulated statement showing that, whereas its gross circulation slightly decreased, THE QUALITY OF THAT CIRCULATION HAD BEEN BROUGHT UP TO WHERE IT COMPARES FAVORABLY WITH THE HIGHEST QUALITY OF PAID CIRCULATION IN THE UNITED STATES OF AMERICA.

Now, the Tribune knows that a great many publishers will not be pleased if the Audit Bureau of Circulations becomes inquisitive with regard to the revenue received from circulation. The Tribune also knows that such a policy inaugurated by the A. B. C. might temporarily reduce its income. The Tribune also knows that in the long run every publisher would be grateful that he had been compelled to demand an honest and adequate price for his publication in order to hold his membership in the A. B. C.

There are newspaper properties, many of them in this country, that have attained the maximum circulation possible in their respective fields and the only method whereby they can show circulation progress is through increases in the net revenue per copy from time to time.

Every publisher knows that there are certain illegitimate tactics which might be indulged in by the circulation departments of newspapers to produce bulk circulation, and it would be paid circulation, too, and very often publishers who are thoroughly honest are imposed upon in this respect.

Richard Lloyd Jones
Editor

The Tulsa THE PEOPLE'S

Tulsa's population, according to
the last census, increased 296%

Appropriations Where Times Never Hit Tulsa in Tulsa Banks

The Audit Bureau of Circulations will ultimately delve into such problems as these and bring to light corrupt practices where they exist. A case in point was brought to light when Judge Finelite set aside the verdict of a jury in the city court of New York in a suit brought against the New York Tribune by Berthold Yokel, former Circulation Manager of the Tribune.

The Tribune in its plea for a new trial stated "That Mr. Yokel had been promised a bonus for increases in paid circulation and that he had caused to be included in the paper's daily circulation reports and in reports to the Post Office and the A. B. C. as paid circulation the free copies sent to advertisers, and that he 'saw to it' that a dealer having in his possession unsold copies of the Tribune was paid for them, the item being camouflaged as 'special services' and that the newspaper being physically destroyed, the results being that these copies were counted as 'paid circulation' when delivered and were not deducted from 'paid circulation'." The New York Tribune was quick to terminate such circulation practices when its officers learned of them.

It is equally certain that many other individuals who finance newspapers would put an end to such existing practices if they were brought to light. The Tulsa Tribune believes that the greatest good that can come to the newspaper industry would be to have space buyers generally more interested in the quality of circulation of newspapers from the viewpoint of the net amount per copy newspapers receive. By the net income per copy we mean not what the people pay for the paper per copy, but what part of that money which the readers pay finds its way into the cash-drawer of newspapers. For instance, the Tribune's subscription rate is 20 cents per week delivered in the city; 13 cents of this sum is paid in advance by the carriers to the Tribune office, so that the net income per copy from city circulation which the Tribune receives is .0185 per copy.

The following is the record of circulation volume and cash receipts of the Tribune during the past year, which determines the degree of progress the Tribune has made in building its circulation:

	Average Daily Circulation	Circulation Receipts	Average Net Per Copy
November	28,760	\$4,010.54	.006
December	20,834	\$5,106.78	.0077
1920			
January	10,288	\$7,675.63	.011
February	15,165	\$6,742.03	.01
March	15,617	\$8,696.51	.014
April	19,395	\$8,374.95	.015
May	19,760	\$9,300.97	.015
June	19,950	\$9,316.03	.0155
July	20,193	\$9,107.73	.0147
August	20,491	\$9,765.16	.0154
September	22,167	\$9,804.98	.015

Increase in net income per copy from November, 1919, to September, 1920, .009.

These figures were prohibited under the rules of the Audit Bureau of Circulations from being included in our semi-annual report. We will be thankful to all space buyers who will clip this advertisement and place it in the folder of the Oklahoma Daily League, which is in the hands of practically every space buyer in this country.

When space buyers and publishers begin to show a greater interest in the financial element which in the final analysis largely determines circulation value, such statements as that quoted from Mr. Baker's speech in the 1920 convention of the Associated Advertising Clubs of the World will not be so frequently made.

Tulsa Tribune circulation is an all paid circulation.

Tribune net income per copy is among the highest of all newspapers in the United States.

PAPER

Tribune

National Representatives

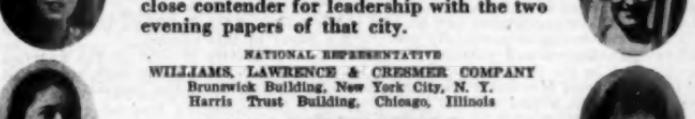
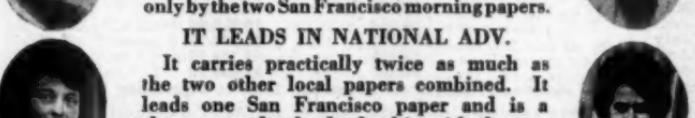
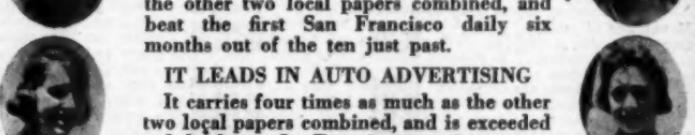
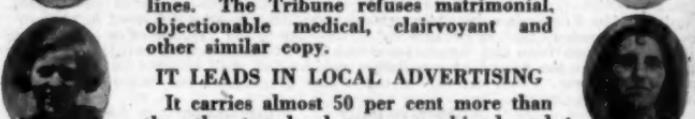
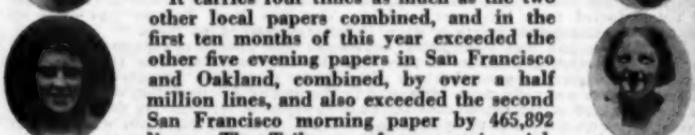
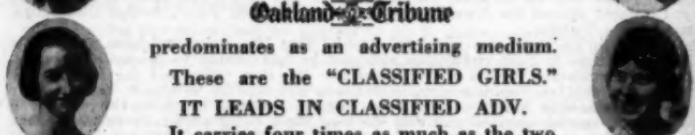
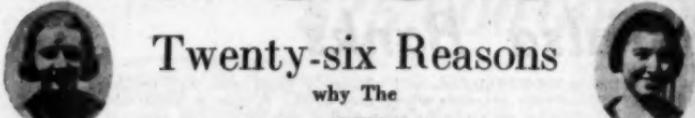
PAYNE, BURNS & SMITH, Inc.
New York

Boston

T. F. McPherson
Business Manager

G. LOGAN PAYNE, Inc.
St. Louis, Detroit, Chicago, Kansas City

Nov. 25, 1920



Twenty-six Reasons

why The

Oakland Tribune

predominates as an advertising medium.

These are the "CLASSIFIED GIRLS."

IT LEADS IN CLASSIFIED ADV.

It carries four times as much as the two other local papers combined, and in the first ten months of this year exceeded the other five evening papers in San Francisco and Oakland, combined, by over a half million lines, and also exceeded the second San Francisco morning paper by 465,892 lines. The Tribune refuses matrimonial, objectionable medical, clairvoyant and other similar copy.

IT LEADS IN LOCAL ADVERTISING

It carries almost 50 per cent more than the other two local papers combined, and beat the first San Francisco daily six months out of the ten just past.

IT LEADS IN AUTO ADVERTISING

It carries four times as much as the other two local papers combined, and is exceeded only by the two San Francisco morning papers.

IT LEADS IN NATIONAL ADV.

It carries practically twice as much as the two other local papers combined. It leads one San Francisco paper and is a close contender for leadership with the two evening papers of that city.

NATIONAL REPRESENTATIVE

WILLIAMS, LAWRENCE & CRESMER COMPANY
Brunswick Building, New York City, N. Y.
Harris Trust Building, Chicago, Illinois

PACIFIC COAST REPRESENTATIVE

W. R. BARANGER COMPANY
Examiner Building, San Francisco
P. I. Building, Seattle Title Ins. Bldg., Los Angeles

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Study Pure Science, Urges General Electric

Company's Second College Campaign Is Based on Importance of Discoveries Resulting from Research

THE second college students' campaign of the General Electric Co., which has just started in the college papers, is even more interesting and unusual than was the first one. It is a remarkable example of the important func-

tion of men and women to-day. No attempt was made to obtain immediate sales, but the advertisements, and the booklet that was sent on request, while telling of the thousand and one ways in which electricity is being used, did give knowledge of the various electrical appliances that are on the market, and in that way was unquestionably building future sales. Far more long-distance than that in its farsightedness is the new campaign.

By assuring them of the immense importance of such study, and giving instances of the big results that have been gained from scientific discoveries, the new campaign seeks to increase the interest of students in the work of research in the realm of pure science. Its purpose is to encourage the development of new scientists by helping to disabuse the minds of students of the feeling that the discovery of the hidden secrets of things is of no value unless its practical application is immediately obvious. "Discover new facts and their practical application will take care of itself." That is the encouraging word of the new campaign to science students.

The copy is written in non-technical language, and the light it sheds on the amount of research work being done all the time by the General Electric Com-



What Is Air?

BEFORE 1804 every chemist thought he knew what air is. "A mechanical mixture of nitrogen, ammonia and oxygen, with traces of hydrogen, and carbon dioxide," he would explain. There was so much oxygen and nitrogen in a given sample that he could not measure it, and the amount of oxygen present and assumed the rest to be nitrogen.

One great English chemist, Lord Rayleigh, found that the oxygen obtained from the air was never as pure as that obtained from water. Why? "Because," he said, "there is some gas in operation with another prominent chemist, Mr. William Ramsay, it was discovered in an entirely new gas—oxygen." Later came the discovery of many rare gases in the atmosphere. The air we breathe is filled with a number of substances completely unknown.

This study of the air is an example of research to pure science. Rayleigh and Ramsay had no practical end in view—merely the discovery of new facts.

A few years ago the Research Laboratories of the General Electric Company began to study the dissociation of nitrogen at reduced temperatures in order to determine how this happened. It was a purely theoretical problem. It was found that the nitrogen required

powerful electric heating or compression. If the pressure within a letter is very high, it will take more heat than ordinary to boil the water. Would a gas contract proportionately more than a liquid? If so, how much? It must be known that will not combine chemically with the filament. The filament would burn in oxygen; hydrogen would conduct the heat away too rapidly. Nitrogen is a gas that would not do either of these. A few experiments, however, showed that it did. It took no heat at all.

Thus the modern, efficient, gas-filled lamp appeared, and as yet, which seemed the most useless gas in the world, found a practical application.

Discover new facts, and their practical application will take care of itself. And the discovery of new facts is the primary purpose of the Research Laboratories of the General Electric Company. Before the practical application of a discovery becomes apparent, as in the case of oxygen; sometimes a practical application follows from the mere answering of a "theoretical" question as in the case of a gas-filled lamp. But no substantial progress can be made unless research is conducted for the purpose of discovering new facts.

**General Electric
Company**
General Office, Schenectady, N. Y.

THIS STYLE IS FOLLOWED IN THE ENTIRE SERIES

tion that advertising is relied upon to fill in the life of a great corporation which must think of its needs far ahead of the present moment.

In its first campaign to college students the General Electric sought to create a direct interest in electricity as applied to the ser-

pany's scientists should go far to increase the good-will of the company among the students who in a few years will graduate into business and professional walks of life—while some may find their way to Schenectady and some become the Faradays of the future.

One piece of copy runs:

"WHAT IS RESEARCH?"

"Suppose that a stove burns too much coal for the amount of heat that it radiates. The manufacturer hires a man familiar with the principles of combustion and heat radiation to make experiments which will indicate desirable changes in design. The stove selected as the most efficient is the result of research.

"Suppose that you want to make a ruby in a factory—not a mere imitation, but a real ruby, indistinguishable by any chemical or physical test from the natural stone. You begin by analyzing rubies chemically and physically. Then you try to make rubies just as Nature did, with the same chemicals and under similar conditions. Your rubies are the result of research—research of a different type from that required to improve the stove.

"Suppose, as you melted up your chemicals to produce rubies and experimented with high temperatures, you began to wonder how hot the earth must have been millions of years ago when rubies were first crystallized and what were the forces at play that made this planet what it is. You begin an investigation that leads you far from rubies and causes you to formulate theories to explain how the earth, and, for that matter, how the whole solar system was created. That would be research of a still different type—pioneering into the unknown to satisfy an insatiable curiosity.

"Research of all three types is conducted in the laboratories of the General Electric Company. But it is the third type of research—pioneering into the unknown—that means most, in the long run, even though it is undertaken with no practical benefit in view.

"At the present time, for example, the Research Laboratories of the General Electric Company are exploring matter with X-rays in order to discover not only how the atoms in different substances are arranged, but how the atoms themselves are built up. The more you know about a substance, the more you can do with it. Some day this X-ray work will enable scientists to answer more definitely than they can now the question: Why is iron magnetic? And then the electrical industry will take a great step forward, and more real progress will be made in five years than can be made in a century of experimenting with existing electrical apparatus.

"You can add wings and stories to an old house. But to build a new house, you must begin with the foundation."

Another is:

"WHAT MAKES THE FIREFLY GLOW?"

"You can hold a firefly in your hand; you can boil water with an electric lamp. Nature long ago evolved the 'cold light.' The firefly, according to Ives and Coblenz, radiates 96 per cent light and only 4 per cent heat. Man's best lamp radiates more than 90 per cent heat.

"An English physicist once said that if we knew the firefly's secret, a boy turning a crank could light up a whole street. Great as is the advance in lighting that has been made through research within the last twenty years, man wastes far too much energy in obtaining light.

"This problem of the 'cold light' cannot be solved merely by trying to improve existing power-generating machinery and existing lamps. We should still be burning candles if chemists and physicists had confined their researches to the improvement of materials and methods for making candles.

"For these reasons, the Research Laboratories of the General Electric Company are not limited in the scope of their investigations. Research consists in framing questions of the right kind and in finding the answers, no matter where they may lead.



Fall Plans for Selling Stoves.

Page after page of them.

From California—from Wisconsin. From Missouri—from Tennessee. From Texas—from Canada. From a dozen different states—from a dozen different stores.

And this is but a single section of the November issue of the Hardware Merchants Trade Journal.

But because stoves are in their inning they get special attention in this issue—just as every line of hardware merchandise gets special attention in its season.

And did you notice that these plans are for "Selling Stoves."

Plans, they are, for placing at the disposal of the hardware merchant a fund of Selling information that will move this merchandise from his floor.

Every month of the year this publication places before its readers concrete definite plans for moving merchandise—for making their business, bigger—better—more profitable.

It concentrates on the moving of merchandise. It furnishes tested and proven ideas—taken from the actual experience of hardware merchants—on the sales end of the retail business.

Good hardware merchants read this publication because it pays them to read it. They get ideas—they get plans—they get methods.

And because good merchants read this magazine—because those who read it are men interested in developing their business to the utmost—it is an opportunity for an advertiser with a product of merit.

Would you like to see a copy?

HARDWARE MERCHANTS TRADE JOURNAL

Published by

MERCHANTS TRADE JOURNAL, Inc.

Des Moines, Iowa

Also Publishers of

DRY GOODS MERCHANTS TRADE JOURNAL
FURNITURE MERCHANTS TRADE JOURNAL

New York Chicago Indianapolis Boston Rochester Washington, D. C.

Nov. 25, 1920

"What makes the firefly glow? How does a firefly's light differ in color from that of an electric arc, and why? The answers to such questions may or may not be of practical value, but of this we may be sure—it is by dovetailing the results of 'theoretical' investigations along many widely separated lines that we arrive at most of our modern 'practical' discoveries.

"What will be the light of the future? Will it be like that of the firefly or like that of the dial on a luminous watch? Will it be produced in a lamp at present undreamed of, or will it come from something resembling our present incandescent lamp? The answers to these questions will depend much more upon the results of research in pure science than upon strictly commercial research."

Other pieces of copy in the campaign bear the titles: "What Is Air?" "What Is Air Pressure?" "How Large Is an Atom?" "What Is Vacuum?" "How Is a Wireless Message Received?" Each piece is designed to supplement in a popular way the actual education of the science students and to show that there is good and solid reason behind such studies. This is driven home by the vivid presentation of the benefits that have been ultimately derived by the public, even from discoveries that could not be appreciated at the time they were made.

These advertisements attract attention by the unusual amount of space devoted to copy, a block of 10-point larger than a page in an ordinary novel or text-book. Each advertisement has a small sketch of a scientific character in the upper left-hand corner overhanging the type matter, and the caption in 30-point is the outstanding feature in every page.

New Winton Sales Manager

H. J. C. Miller, New York sales manager of the Winton Company, has been transferred to Cleveland as sales manager of the company, succeeding O. F. Baughman. The latter will remain with the company on special assignments from the general manager's office.

Minnesota Mills Use Barter Plan

A SIMON-PURE form of barter—medium, unwashed wool exchanged by the farmer for manufactured woolen goods—is the sales plan featured in farm-paper advertising of the Fergus Falls Woolen Mills Co., Fergus Falls, Minn.

"A wonderful opportunity is offered farmers of the Northwest in our proposition given below," says the manufacturer in an advertisement, "for just now it is practically impossible to sell wool at any price.

"By allowing thirty-five to forty cents a pound for wool in exchange for merchandise, we are able to give the farmers a large variety of pure woolen goods, such as blankets, shawls, auto robes, mackinaws, underwear, etc., at a great saving, for such goods are now selling at high prices in the stores. We have the largest woolen mill in the Northwest dealing direct with the consumer, and every garment that we send out is guaranteed to give satisfaction.

"If you have medium unwashed wool on hand that you cannot sell, and wish to take advantage of our plan of exchanging wool for merchandise, write our factory. Full details as to shipping of wool, etc., will be sent you at once.

"We do custom work also in our great mill. Send for our custom work schedule, which shows the amount of wool necessary, and the cost of making batting, yarn, gray flannel, blankets, shawls, auto robes, etc."

Otto J. Koch Dead

Otto J. Koch, who founded the Otto J. Koch Advertising Agency, Inc., in Milwaukee in 1899, died last week in Hollywood, Cal. Before going in the agency business Mr. Koch was associated with the Milwaukee *Evening Wisconsin* and *Herold*. Since his absence from Milwaukee because of ill health the agency has been under the management of Martin Taylor, formerly with the Hall-Taylor Co., Milwaukee.



Bunches that Count

WHEN your advertising appeal reaches fifty to one hundred homes in a neighborhood or community, it has a real influence on local trade—far better results are secured than is possible with scattered circulation.

THE PEOPLE'S POPULAR MONTHLY is the one home magazine with concentrated circulation in the middle west. More than 600,000 net paid circulation, 93% in sixteen states.

WITH this concentrated circulation, it is natural that there should be towns where we have bunches of subscribers. There are 5,793 such towns, or buying units.

IN these towns we have helped one hundred and eighty-odd manufacturers to secure hearty co-operation from the most alert retailers. We can probably do as well for you.

People's Popular Monthly

Chicago Office
1218 Marquette Bldg.

Des Moines, Iowa

New York Office
381 Fourth Avenue



THE famous Kelly-Springfield Girl, with all her charm of manner and beauty of expression, has succumbed to the lure of the film. Her first appearance is in a Screen Sales Story entitled "*Shoeing the Horse of Progress*," produced for the Kelly-Springfield Tire Company by Baumer Films, Incorporated.

All is in the Movies!

MEMBERS of the advertising fraternity are cordially invited to attend a special showing of "*Shoeing the Horse of Progress*" at the Rialto Theatre, Seventh Avenue and Forty-second Street, at eleven o'clock in the morning, Thursday, December Ninth.

We have tried to remember all our good friends with an invitation, but if you are interested in seeing a Screen Sales Story, the newest force in advertising, come anyway.

You get what you
pay for and---

You pay for it after
you've had it.



Nov. 25, 1920



The enticing touch of silk
The bewitching odor of flowers
The lulling sound of lute

Do catch the will-o-the wisp
Appeal and transmute it into
delicate line and tone ~ yes!
some artists can do it!

When you want elegance
delicacy, luxury, refinement
in illustration or border
"let Gotham picturize it"



GOTHAM STUDIOS INC.
III EAST 24TH ST. NEW YORK

Martin Ullman
Managing Artist

PRINTED BY CHARLES M. HARRIS



Resources of Every Section of the Country Worthy of Study

National Advancement Through the Nation's Resources in the South

IN the natural resources of the Southern States the nation has a source of almost boundless wealth-creating potentialities.

No one should for a moment think of the resources of the South in soils, in minerals, in timber, in water-powers, in granites and marbles, and sulphur, and oil, and gas, and in soil and climatic advantages as possessions simply of the South, or the people of the South. These resources are a part, and a very large proportion of the nation's resources.

Nearly one-third continental United States is in the South. Three-fifths of its coast line is in the South.

Practically all of the cotton-producing capacity of the country is in the South; and cotton, unlike every other crop, is so largely exported that in our international trade balance it becomes far more important than wheat or corn or other agricultural products.

No one should think of the coal resources of the Southern States as purely a Southern asset. They are a national asset, and their fullest development means the increase on a large scale of the financial strength and the power of this country.

The South has five times as much coal area as all of Europe, excepting Russia, and twice as much even including Russia. The coal area of Europe outside of Russia is about 17,000 square miles, to which Russia adds 25,000 square miles. The coal area of the South is about 85,000 square miles. West Virginia and Kentucky each have twice as large a coal area as England. Alabama has almost as large a coal area as England.

Every ton of coal that can be mined, every iron-ore property that can be profitably developed, every water-power utilized or to

be utilized, every acre of timber land, every acre of soil which can produce cotton or foodstuffs, wherever to be found in the South, is a part of the nation's assets, and must be inventoried in summing up the nation's resources and the nation's capacity for expansion.

During the war this country depended wholly upon the South for its sulphur supply, without which we could not have produced explosives. It depended entirely upon the cotton of the South for all the varied ramifications of trade into which cotton enters, whether for the tented battlefield, for explosives, in the hospital or for clothing.

In the natural advantages of the Southern States the United States has resources of such dazzling potentialities for the creation of employment and wealth, and for the strengthening of this country in any time of stress, that every patriotic American should look with full appreciation upon these national assets and rejoice in their utilization.

Every coal mine opened in the South adds to the nation's coal supply; every acre added to the production of foodstuffs or to the raising of livestock increases our ability to feed ourselves.

Every water-power developed is a source of new wealth to the country.

Every furnace fire lighted enlarges the output of iron and enables us to carry on the further development of our metallurgical interests.

The South, therefore, must be studied by the Northern and Western man not from the geographical or sectional point of view, nor from the political standpoint. It must be studied wholly with relation to its strategic advantage to the upbuilding and the strengthening of our country.

We know not what problems

Reprinted from *Manufacturers Record*,
Baltimore.

the United States may have to face in coming years. We know not what may be the revolutions in commerce and trade. We know not what dangers we face in the inevitable struggle for world supremacy which is before us, nor when we may some time, perchance, be threatened by that ever-present danger of the yellow races seeking supremacy over the white races of the world. But we do know that everything which strengthens the business and the commerce and the wealth of our land, whether it be produced on the Pacific Coast, in the factories of New England, or the iron and steel works of the Central West, in the mines and the shops of the South, in its cotton fields or grain fields, helps to round out our national life and deepen and broaden the foundation on which it is being built.

Senator Capper May Publish Kansas City, Kans., Newspaper

Senator Arthur Capper plans to establish a daily and Sunday newspaper in Kansas City, Kans. This decision was made by Senator Capper after a dinner given by the Chamber of Commerce, of Kansas City, Kans., at which he and James Schermerhorn, publisher of the *Detroit Times*, were the guests of honor. This dinner was the climax of a campaign covering a period of a year, which had been carried on by the Chamber of Commerce in an effort to induce some experienced newspaper publisher with ample capital to start a daily and Sunday paper in this city.

Senator Capper agreed to establish the paper provided the business men and the citizens of the community would pledge \$200,000 worth of advertising and 15,000 subscribers the first year.

The Chamber of Commerce has started a drive in order to fulfil the conditions which Senator Capper specified. If these conditions are met with, plans will be completed for starting the new paper about January 1, 1921.

O. S. Tyson with Rickard and Sloan

Oscar S. Tyson, for the last two years eastern sales manager of *Electrical World* and associated with *Electrical Merchandising* and the *Journal of Electricity*, is now with Rickard and Sloan, Inc., New York.

Holgate Thomas Plans General Brokerage Business

Holgate Thomas, who recently resigned the sales and advertising management of the California Associated Raisin Co., after six years of service, plans to go into a general brokerage business at San Francisco shortly after the first of the year. He will specialize on coast products of all kinds, operating through a chain of Eastern brokers, for whom he will be coast representative.

Mr. Thomas took charge of the California Raisin Co. advertising at the beginning of its first national campaign and for the last three years he has also had charge of the sales work.

J. L. Barchard with Hummel & Downing

John L. Barchard, formerly manager of the fibre products division of the Chicago Mill and Lumber Co., has joined the Hummel & Downing Co., makers of folding cartons and fibre and corrugated shipping cases, Milwaukee, as vice-president and general manager. Mr. Barchard had been with the Chicago Mill and Lumber Co. for seventeen years.

T. M. Rector Joins Pease Laboratories

Thomas M. Rector, formerly in charge of the division of food technology of the Institute of Industrial Research, Washington, D. C., has been appointed director of the department of industrial chemistry of the Pease Laboratories, Inc., New York. During the war Mr. Rector served as an officer in the Chemical Warfare Service.

E. C. Morse Will Leave Army Sales Work

E. C. Morse has resigned as director of sales of the War Department, effective December 31, and will be succeeded by Lieut. Col. E. S. Hartshorn, of the General Staff, U. S. A.

Mr. Morse has made no definite arrangements regarding his plans for the future.

J. M. Huff with Edwards Agency

James M. Huff, who was with the advertising department of the Philadelphia *Press* for thirteen years, is now with George W. Edwards & Company, Philadelphia.

British War Mission Advertising

The Frank Presbrey Co., New York, is sending out advertising of surplus material for the British War Mission. A limited list of daily papers is being used.



To the Building Field:

The days of sitting tight in the office watching the orders come tumbling in are over. An increased effort will be necessary to turn trade away from competition. The stimulation of old and of new trade will require an earnest, aggressive force, and the question of the effective application of this effort is the direction of prospects along the mental pathway to the goods or service you want them to buy can be found in the Plan and Reference number of **NATIONAL BUILDER**, January number.

The contents of this number will be exceptionally valuable to the buying power of the industry—the Contractor, the Architect and the Builder. It is a number that will be kept on file and frequently referred to by a large proportion of the readers, and this fact alone enhances its value as an advertising medium.



342 S. Dearborn Street, Chicago

When to Split the Infinitive

Usage May Be Increasing and There Are Eminent Authorities That Give It Stamp of Approval

TO deliberately split (as I just did) an infinitive would have defeated a candidate for the governorship of Massachusetts twenty years ago. A writer who did so would have ostracized himself from the drawing-rooms of Back Bay. It was a grammatical *fauve pas* as distasteful to polite ears as golf stick, migod or youbet. No quarter was given or asked. The quality of mercy was strained—to the splitting point. You either mauled your infinitives or you didn't. After that point was settled one might take up minor matters of criticism.

Happily or unhappily, times have changed a bit. Scholastic dogma here, as in so many other cases, has broken down under the influence of street parlance. Everyday usage has again become orthodox. Another outlaw, accepted by the people, has forced himself into the Senate chamber.

Grammarians looked askance at the split infinitive because they considered it a clumsy, often an ugly, thing. Not without reason, perhaps, when you consider the following example, taken from the London *Times*: "It should be authorized to immediately put in hand such work." Why "immediately" seems out of place is another question; it may jar customary prejudice, it may offend a deeper, more innate instinct for rhythm. But the fact remains that we recognize a discord, which should be reason enough for banning that particular combination from the category of good usage.

On the other hand, there are occasional constructions where a split infinitive merges naturally with the euphony, and where it would be distinctly irritating to find the adverb inserted elsewhere than between the infinitive and its sign. Tastes may differ in such cases, but I might venture the following example as being unstilted

and logically emphasized: "To so arouse the public that it will act—"

If the split infinitive is being adopted in conversation, if contemporary scholars of the more liberal school are acknowledging its literary status, then it must be because, in many instances, it lends grace and force to its context.

That the split infinitive has attained formal recognition is attested by the following radical passage by Brander Matthews, in the New York *Times* Book Review: "There is no sound reason why a writer should not split all his infinitives if he so chooses, and scores of the best writers have chosen to do it on occasion. Daniel Webster, in revising one of his great speeches, deliberately split an infinitive which he had not cleft when speaking, if we may rely on the shorthand transcript."

In one of those admirable editorials on usage which distinguished the columns of the New York *Sun* some years ago, there are a few remarks on this mooted subject which are well worth quoting. The advice is twenty years old, and naturally a little old-fashioned, a little conservative. And yet perhaps there should be a touch of conservatism where we are assaulting one of the oldest canons of rhetoric:

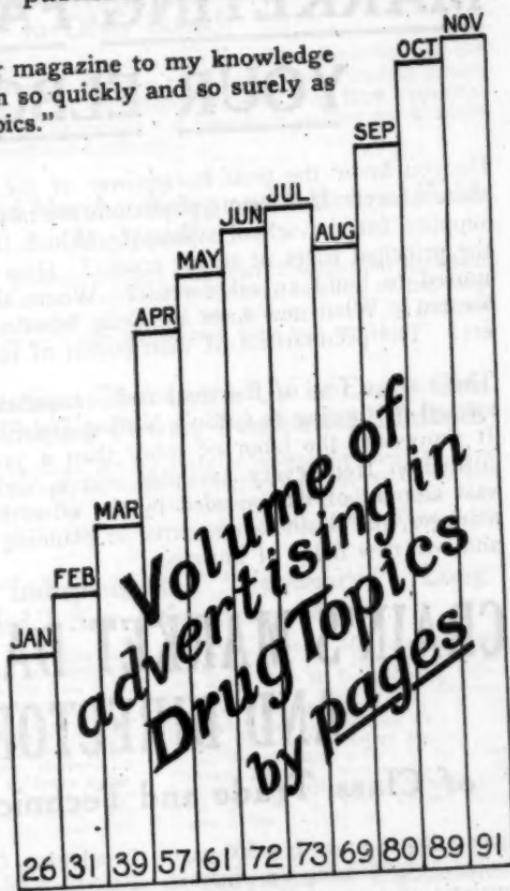
"It seems to us that there are phrases in which the split infinitive is the more direct and the instinctive form. Now, if this is the case, a mere literary and dried-flower arrangement will have to give way to the living and natural expression.

"Still, it is our present advice to be chary of split infinitives. If the literary factories produce them in large quantities they will become so common that we can all have one. Now they are a sort of luxury for those who can afford to use them. A reasonable conservatism and a polite scepticism should be brought to bear upon the split infinitive."

Reproduced by permission from "The Better Way," courtesy of *Cosmopolitan Magazine*.

A prominent publisher said of Drug Topics last week—

"No other magazine to my knowledge has grown so quickly and so surely as Drug Topics."



Drug Topics

The National Magazine of the Drug Trade

Frank C. Thomas, Eastern Advtg. Mgr., 116 West 39th St., N. Y.
 W. B. Conant, Western Advtg. Mgr., State-Lake Bldg., Chicago
 George M. Kohn, Southern Advtg. Mgr., Candler Bldg., Atlanta, Ga.
 Roy M. Edmonds, Southwestern Advtg. Mgr., Arcade Bldg., St. Louis
 Bert Butterworth, Pacific Coast Advtg. Mgr., Citizens Bank Bldg.,
 Los Angeles

MARKETING FACTS AT YOUR ELBOW!

Do you know the total horsepower of the industrial plants of the country? How many physicians are in practice? Who buys supplies for the school systems? Which lines of business are the principal users of motor trucks? How much lumber is required to build an oil derrick? Where the metal mines are located? What new lines are being handled by hardware dealers? The peculiarities of distribution of machine tools?

These are a few of the thousands of questions that can be answered by turning to Crain's Market Data Book and Directory. It represents the labor of more than a year in compiling information from every available source, and in assembling the vast amount of data needed by the advertising man, the sales manager, the business executive in planning to invade markets and win new fields of business.

CRAIN'S MARKET DATA BOOK AND DIRECTORY

of Class, Trade and Technical Papers

now going to press, is a 500-page volume, containing a market analysis of every trade, industry and profession, giving a picture of the field with reference to number of buying units, volume of business done, amount spent for equipment, supplies and merchandise, buying factors, buying and distributing methods, trade tendencies, etc. It offers for the first time in a single volume the basic facts of business.

In addition, Crain's Market Data Book and Directory gives also a complete list of publications covering every field, with circulations, rates, closing dates, mechanical requirements, etc. This is the most complete list of class, trade and technical papers ever published. A list of mediums specifically covering each field follows the market data for that trade or industry.

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Authentic Information from 1000 Sources Assembled in ONE Book!

More than a thousand sources of information have been consulted and the results assembled. Government bureaus, trade associations, leading advertisers, publishers, etc., have all contributed to make this book complete, authentic, dependable. It is the volume you have been waiting for to make your library of selling methods complete.

Over One Hundred Merchandising and Industrial Fields Analyzed!

Over 100 merchandising, professional and industrial classifications have been established, with numerous cross-references for easy location of the exact information needed. No matter what field you are interested in, you will find at the cost of a moment's effort the exact facts you need!

Answers the Questions That Come Up in Every Cam- paign—Indicates Buying Power, Tendencies, Methods!

Before you plan your campaign, get the facts! Answer the questions as to the possible business to be had, the methods employed by buyers in the field you are planning to invade, the trade conditions that will affect your campaign! Find the answers to those questions in Crain's Market Data Book.

Invaluable," "Indispensable," "Necessary," "Long Needed," Say Advertising Men

Among the hundreds of advertisers and agents who have endorsed the book are F. R. Davis, General Electric Co.; R. J. Behwinkel, McCrory Refrigerator Co.; H. L. Delander, Crane Co.; J. A. Meyer, Wm. H. Rankin Co.; Vora Churchill, Honig-Cooper Co.; F. F. Hilson, H. K. McCann Co.; Lon R. Smith, Midwest Engine Co.; Charles Byrne, Thielecke & Co.; Mac Martin, C. E. Young, Imperial Brass Mfg. Co.; W. A. Grieves, Jeffrey Mfg. Co.; R. Van Raalte, Holtzer-Cabot Elec-

tric Co.; Norton Mattocks, Klearflex Linen Rug Co.; J. E. Baird, General Motors Truck Co.; M. D. Salisbury, Edison Storage Battery Co.; S. R. Converse, Goodyear Tire & Rubber Co.; C. M. Lemperly, Sherwin-Williams Co.; R. M. Farmer, Monroe Calculating Machine Co.; J. W. Wiley, Vitrolite Co.; P. C. Leffel, Chicago Mill & Lumber Co.; B. M. Schlichting, American Scrubbing Equipment Co.; W. S. Kyle, United States Motor Truck Co.; etc., etc.

25% Discount For Orders in Advance of Publication

The price of the book is five dollars. With this special discount, \$3.75 net. Money back if you can't use it.

Ready December 20, 1920. ORDER NOW.

CRAIN'S MARKET DATA BOOK AND DIRECTORY
417 South Dearborn Street, Chicago

THE SOUTH

A Rich Field Worthy of Aggressive Sales Attention

The South has one-third of the area and population of the United States.

- one-quarter of its estimated coal reserve.
- one-third of its iron ore deposits.
- seven-tenths of its forested area.
- water powers sufficient to develop about 9,000,000 horse power.
- produces in relation to the whole country—

SOUTH'S BASIC ACTIVITIES IN 1919

Agriculture	\$7,000,000,000
Manufactures	\$10,000,000,000
Pig Iron, tons.....	3,600,000
Coal Mined, tons.....	153,200,000
Coke Made, tons.....	7,700,000
Lumber Cut, feet.....	15,800,000,000
Bales Cotton Used.....	3,500,000
Mineral Products	\$1,350,000,000
<hr/>	
Road Building Funds in 1920-21.....	\$500,000,000

100%	of the	Bauxite
100%	" "	Barytes
100%	" "	Fuller's Earth
99%	" "	Sulphur
99%	" "	Phosphate Rock
90%	" "	Aluminum
60%	" "	Graphite
56%	" "	Natural Gas
56%	" "	Gasoline
50%	" "	Petroleum
54%	" "	Lumber

The South's substantial and diversified industrial progress has created a dependable year-round sales field for a wide range of machinery, materials, equipment and supplies.

Over one thousand advertisers furnish the convincing evidence that the Manufacturers Record, with a prestige of nearly forty years behind it, is the medium through which to build up and sustain your Southern sales.

Additional information with advertising rates and circulation statement will be gladly furnished.

Manufacturers Record

BALTIMORE

MARYLAND

Member: Associated Business Papers, Inc. Audit Bureau of Circulations.

Oklahoma Chiropractors Win in Advertising Bout

Seek Right to Practice and Overcome Handicap of a Referendum Proposal Whose Wording was Misleading

WHEN Oklahoma went Republican November 2, politicians of both camps began to "explain." But a fiercer battle than mere party politics raged immediately preceding election. Victor and vanquished agree as to the "why" of that outcome. Oklahoma went Chiropractic November 2 as the direct, logical result of an intensive advertising campaign in which Old Man Psychology and Advertising Good Will played a leading part.

Two years ago the Oklahoma legislature passed a measure requiring chiropractors to stand examinations in surgery and a number of medical subjects. Chiropractors claimed the bill unfair, since they neither study nor use medicine or surgery. They took the bill to the people on petition to delay its operation till a referendum could be held. The petition carried. The State registered an avalanche of "noes"; that is, it was decided that the bill should not become a law until a referendum was held.

Chiropractors believed their battle won and gave it no further thought. They used space regularly, not for or against the bill, but to further their profession in a general way. They were consistent advertisers. Also they built for themselves a foundation of advertising good-will that supported them solidly in the hour of need.

The first move of the opposition appeared about twenty days before election. Five unpopular measures were to go before the people on referendum. The proposition to outlaw chiropractors was one of them. Each bill had been passed by the legislature. Each had been held up on petition. It was a foregone conclusion that each would be defeated November 2 with a mountain of "noes." The accepted manner of

presenting such propositions on referendum to Oklahoma voters is to print on the ballot the gist of the bill followed by:

Shall the Amendment be Adopted?
No
Yes

That makes it perfectly clear. If the voter favors the proposal he votes "yes"; if opposed, he votes "no."

Imagine, then, the amazement of chiropractors when they learned that the regular form would not be followed in presenting the Chiropractic bill! Each of the other four was to be stated in the regular way, while theirs was to read:

Shall the Amendment be Vetoed and Rendered Inoperative?
Yes
No

Stated that way it took a vote "yes" to mean "no." A vote "no" would mean "yes"—having in mind the time-honored plan of taking referendums. Completely to sew up the situation, "Vote 'no' on the Chiropractic bill" had been a two-year slogan in Oklahoma.

The "Forks of the Creek," or the rural districts of Oklahoma, were strong for chiropractic. They had voted "no" almost to a man on the petition, and could be depended upon to repeat the performance on referendum. But now, with only a few days in which to reach them, their well-meaning "noes" would spell utter annihilation for chiropractic. To make matters worse, the rural routes were clogged with bales of political advertising and masses of direct-by-mail literature. Forms on the two State farm papers closed within three days. The chiropractors' job was to reach the farmers in such way as to get immediate attention, interest, conviction and action plus. Anything short of that meant defeat.

And then Old Man Psychology landed with a whoop!

"You know," he said, "when one rural phone rings everybody else 'listens in.' That's rural psychology. Use it! Tell your story in half-page farm paper space. But don't stop with that. Tell your readers to telephone the advertisement to their friends. While John is telephoning Bill, five miles away, everybody else on the line will be getting the message. Next day Bill will phone Jim—on the same line. And the folks that 'listened in' the day before will get the message again. There are five days between the time your papers hit the rural routes and election. Use that psychology and keep the wires hot until election."

Did it work? It is conservatively estimated that every rural telephone subscriber in Oklahoma got the message not less than twice in those five days; many subscribers heard very little else. Old Man Psychology landed with a wallop and rang the bell a thousand times a day.

And then the opposition took notice. It hadn't counted on those telephones. The people were being aroused by advertising.

The favorable sentiment must be stopped. But how? By advertising? Shades of Hippocrates!

But hold! The opposition would advertise and still "preserve its ethics. The rural districts were hopelessly lost. That much it admitted. But it would concentrate on the towns and cities. It would advertise in the dailies. It would pay for the space. It would write or have written its side of the controversy and put out the advertisements unsigned.

Day after day, year after year, chiropractors had been before the public in the newspapers. The public, even that part wedded to medicine, knew them—as advertisers. And now some unnamed opponent appealed from ambush to that same public to take his word against that of consistent advertisers. Advertising goodwill for the chiropractors? It

was here, there and everywhere. It intensified with each fresh attack.

The opposition, still unnamed, then announced through the newspapers that chiropractic is, indeed, the practice of medicine. It landed heavily with a certain class of readers by depicting chiropractors as "untrained."

That hurt. Old Man Psychology sprang into the ring again.

"Print the subjects that chiropractors study in their three-year course," he said; "your readers won't understand the subjects. Certainly not! But that very fact will impress them. When they see that chiropractors wade through as many 'ologies' as medical men they'll concede that no 'untrained' person could master such a course."

So that was done. It put on the finishing touches and sewed up the opposition in the towns and cities. It is doubtful if one per cent of readers even tried to decipher the three-year outline of chiropractic studies. But they saw that formidable array of "Splanchnology," "Symptomology," "Subluxation," etc., and thereafter smiled knowingly when the opposition said "untrained."

And the chiropractors won, hands down. In an uneven fight, they piled up a record vote. There's no question about why they won. Each of the five unpopular amendments was killed despite the fact that to annul them it was necessary to vote "no" on four and "yes" on the Chiropractic bill. Without the help afforded by advertising in teaching the public, "no" would have carried on all five.

A New Scientific Journal

Physiological Review is the name of a new quarterly issued by the American Physiological Society under the editorial direction of W. H. Howell, Baltimore; Reid Hunt, Boston; F. S. Lee, of New York; J. J. Macleod, Toronto; Lafayette B. Mendel, New Haven; H. Gideon Wells, Chicago; D. R. Hooker, managing editor, Baltimore. The main object of the journal is to furnish a ready means for those interested in the physiological sciences to keep abreast with contemporary research.

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Superlatives are easily appropriated, glibly used. How many of them survive analysis?

The Chicago Journal of Commerce

sturdy and fast-growing youngster among the city's three morning dailies, claims, not too modestly, to be the **best** medium for **quality** advertising both in Chicago and the tributary Middle West.

Why?

Because

Its accepted mission is to serve those who are eager for all trading information and who, therefore, are continuously in the buying mood.

Its readers have the buying inclination and — more important — the Buying Power.

Its readers are bankers, capitalists, executives and men of affairs.

Its news columns contain only NEWS.

Its advertising columns entertain no questionable company.

Its circulation is expanding daily and at an amazing rate—and there is no Waste Circulation for which the advertiser has to pay.

Chicago Journal of Commerce

— AND DAILY FINANCIAL TIMES —

108 South La Salle St., Chicago

ANDREW M. LAWRENCE
Editor and Publisher

GLEN GRISWOLD
Business Manager



In production, in distribution, in any phase of general business management, THOROUGHNESS is no new word or policy. Success has always depended on its application *to every function* of the manufacturer's business. In his advertising and merchandising, therefore, it is no less essential, no less effective.

THOROUGHNESS is the ideal we follow in producing good advertising campaigns and in utilizing them to the utmost.

Our booklet "The Relation of Advertising to Business" will help you get our point of view on advertising.

**Mitchell-Faust
Advertising Co.**
ESTABLISHED 1904
Tribune Building · Chicago

A Neglected Opportunity of Advertising

How Banks Could Open Up a New Market

By John. Kane Mills

THERE are four possible titles to this article, viz.: "Uncle Sam as a Banker," "Leakage of Foreign Exchange Through the Post Office," "Are the Banks Doing Their Duty to the Public?" and "Neglected Banking Opportunities." These four different, yet co-related, trains of thought are brought to the attention of any student of American banking conditions through a perusal of the report of the Postmaster General. The purely banking figures of the report, which jump out of the printed page and register themselves on the mind with an exclamation point, are the following: Deposits in postal savings banks exceed \$167,000,000; domestic money orders amount to over \$1,000,000,000 a year; the post-office sent nearly \$29,000,000 out of the United States and got only a little more than \$5,000,000 back; lastly, there was a profit in the money-order business of over \$7,000,000.

These figures will probably cause a first feeling of gratification to the average citizen. Here is a department of the Government that is not only rendering service, but is doing business at a profit. The poor man can have a bank account in any one of some 6,000 postoffices in the United States without the formality of an introduction, without an embarrassing question as to the probable size of his deposit and with the assurance that interest will be automatically credited to him. He can send money not only all over the United States, but to any foreign country, with safety and dispatch. Yet, when the figures are analyzed, it will be seen that private enterprise is more efficient in these de-

partments than is the Government; that the postoffice does nothing that the private banker is not equipped to do, and that the banker can and does do a similar business in a far more economical way to the public at large. Postoffice banking and postal transmission of money is not economically sound. Why, then, is there such a huge business in money orders?

There were issued in the fiscal year 1919, 132,587,919 domestic money orders. The average face value was \$8.46. For the accommodation of having the postoffice write a check, the public paid on an average of six and a half cents per check. The average face value of each foreign money order issued was \$16.95, and the average cost was twenty cents. Including the fees paid by the public and the gain through foreign exchange, but not including interest on the money while in transit, the foreign business of the postoffice was conducted at a profit of 3.3 per cent, which is rather a large fee to pay for the privilege of transferring funds to foreign parts.

There are many bankers who would enjoy writing checks all day if they not only had the use of the public's money until the checks were finally presented for payment, but, in addition, were paid six and a half cents apiece to write them.

It is therefore evident that the money-order business now transacted by the postoffice is an attractive field, not only in its totals, but in the larger sense that there are a great many people in America who ought to have bank accounts and who do not avail themselves of a bank's conveniences. In this connection, the figures for the postal savings banks are of interest. At the

Nov. 25, 1920

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close of the fiscal year 1919 there were 565,509 depositors, with \$167,323,260 to their credit. Thus the average per capita deposit was \$295.88. Now, there are approximately the same number of national banks as there are post-offices, viz., about 7,000. If postal banks were eliminated, the average gain to each national bank in average deposits would be \$24,000, provided that all these deposits were shifted to national banks. In its aggregate, the gain of \$167,000,000 of new money by the banks would to some extent relieve the credit stringency and at all times could be profitably employed.

No statistics are available of the location of postal savings accounts by states. The money-order figures, however, have been divided up not only by grand divisions of the country, but also by states. A comparison of amounts and population, therefore, will be of interest in order to show whether any particular section of the country is backward in banking education. The following table is based on postoffice figures regarding amounts and on estimates of population as given out by the Census Bureau:

for by the large number of negroes, whose average wealth is small and who, through illiteracy and a disinclination to travel, together with weak family feeling and a lower scale of living, are not in the habit of sending money away. The high rate per capita for the Pacific States is probably due to the scarcity of banks or to an unwillingness to make use of banking facilities. If, however, the average of each money order be taken as a criterion of the country's relative prosperity, it will be seen that, although the Eastern States lead, yet that the Pacific States are a close second, nearly a dollar ahead of the next competitor, New England, and more than a dollar ahead of the average. The figures for the insular possessions are given simply for reference and must not be taken as authoritative, as over \$27,000,000 of the \$35,000,000 is made up of the item "Postal Agency, France," through which medium passed most of the money transferred to soldiers by their relatives, and vice versa.

Having thus ascertained the facts, it would seem that here was a field which the banks, especially those in the country, should

DOMESTIC MONEY ORDERS ISSUED

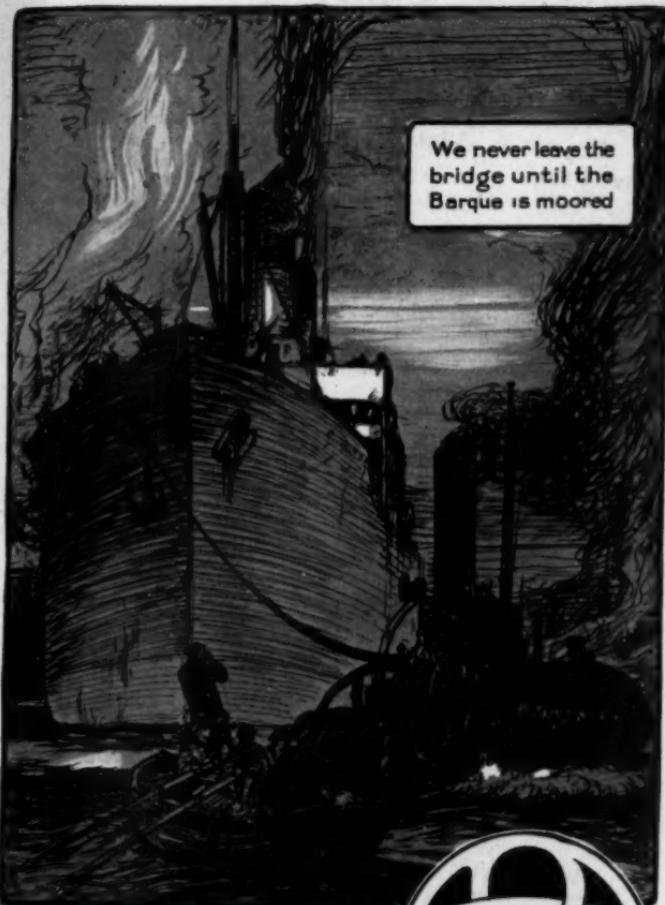
	Number	Value	Average	Population	Per Capita
New England States.	9,155,934	\$81,639,203	\$8.92	7,447,000	\$10.96
Eastern States	25,376,884	235,863,079	10.09	24,909,000	10.27
Southern States	34,381,281	249,560,905	7.24	29,466,000	8.47
Middle Western States	38,161,323	292,248,303	7.92	28,429,000	10.28
Western States	13,725,919	99,809,011	7.29	9,424,000	10.61
Pacific States	10,832,729	106,394,864	9.82	7,185,000	14.81
Insular Possessions*.	953,849*	35,031,700*	36.73*
Totals	132,587,919	\$1,120,546,968	\$8.46	106,871,000†	\$10.49†

*Includes sums forwarded to soldiers.

†Excludes insular possessions.

Every man, woman and child in the United States transfers on the average of \$10.49 once a year. The per capita amount so transferred runs about even for four grand divisions of the country and varies perceptibly in only two. These are the South and the Pacific Coast States. The low rate for the South can be accounted

invade. It is not economical for the nation, as a whole, that citizens should pay the Government \$9,000,000 to do a service which many established banks would do and be glad to do for nothing. Furthermore, the mere fact that banks sought the business of furnishing cashiers' checks for the payment of accounts due at a



BUSINESS BUILDERS LTD

*Propaganda. Publicity
Scientific Salesmanship*

CREW.
HOUSE 26 GREAT ORMOND ST LONDON W.C.I



Nov. 11, 1920

PRINTERS' INK

19

How an Intensive Selling Campaign Revived a Business That Was Marking Time

Complete Details of Plans Used by Federal Motor Truck Company of Detroit to Bring Back Prosperity on a Permanent Basis

By G. A. Nichols

WITH the income of the American people as it now stands and as it will continue to stand for some time to come, there is a greater opening than ever before for sound, intelligent sales and advertising effort. Those who fail to realize this must pay the penalty."

The Federal Motor Truck Company, of Detroit, made the above announcement to its trade a thoroughgoing investi-

company, who originated and engineered the big and successful plan, told me what was behind it and how it worked out.

"**P**RINTERS' INK asserted recently," said Mr. Dudley, "that one big trouble right now is that salesmen have gone stale on the job. The advertising agency making our preliminary investigation was instructed to pay particular attention to the down side of things looked unpromising. But the Federal investigation proved beyond all doubt that conditions were sound to the core and that therefore advertising could move goods if it were given a fair opportunity to exert its powers.

This campaign has been a forceful example of the good sense of making preliminary investigations before launching out into selling effort. Research work, when you come to think of it, is one of the most important parts of advertising. From now on you will see fewer campaigns conducted on a guesswork basis.

Philadelphia Better Business Bureau

"I want to commend your organization not only for the thoroughness with which you conducted the investigation preliminary to our Special Sales Campaign, but also for the soundness of your recommendations and the way you co-operated with us in the successful carrying out of our plans."

L. B. DUDLEY,
Advertising Manager
Federal Motor Truck Co.

CAMPBELL-EWALD COMPANY

Advertising

CHICAGO

DETROIT

NEW YORK

Nov. 25, 1920

PRINTERS' INK

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distance would bring the public in closer touch with their local financial institutions and inevitably eventually increase the number of depositors. There is no reliable estimate of the amount of money hidden away in the stocking behind the loose brick in the fire-place.

The fact that there is over \$54 of money and notes in circulation per capita in the United States, and that the average city man does not carry anywhere near this amount around with him ordinarily, must lead to the conclusion that a vast sum of money is hoarded mostly in the rural communities. The percentage of farmers who have bank accounts is pitifully small. It is only necessary to attend a country auction and watch the payments to see that the greater number of purchases are settled in money and not by check.

It is these people who most use the postoffice when they have money to transfer for their payments to the mail-order houses and in sending money to relatives. If the banks explain to them that a cashier's check can be obtained, payable anywhere and without cost, not only will they transfer their money through the banks, but little by little and in ever-increasing amounts start to educate themselves into the idea that the bank may be a pretty good place, after all, in which to place their savings.

Similarly, in transferring money abroad, the banks have a chance to cut deeply into the Government business by reason of the fact that the postoffice was slow in adjusting itself to the recent fluctuation of exchange with the result that many who bought money orders to send to relatives living in countries of adverse exchange found that they were not getting the advantage of the lower rates. This sending of money out of the country has a greater banking importance than the figures indicate, as every dollar sent abroad as a present to "home folks" means just so much capital withdrawn from the country at large. The total amount of international

money orders issued was \$28,829,744. To this total should be added \$10,934,117 of domestic money orders paid in foreign countries, making the full amount of our export orders come to \$39,763,861. In former years, however, the totals ran to over \$100,000,000 and now that Europe is settling down, it probably will not be long before the pre-war figures are not only regained, but overtaken.

As to the means by which this business can be secured by the banks and the hidden wealth of the country made productive, many ideas will doubtless occur to those charged with the task of securing new accounts for their respective institutions. The thought, however, occurs to the layman that much more can be done by advertising than is done at present. Only too often banks consider that they have done a great and impressive piece of publicity by simply printing their balance sheet. The figures may be imposing, but it is doubtful if they appeal to the prospective depositor.

This kind of advertising most certainly will not appeal to the class who are now using the post-office for their financial transactions. Seeing in print the figures 40,000 and 4,000,000 conveys little to their minds. The four is driven in, but the rest of the figures are merely ciphers, and whether or not there are one or two more at the end of the row does not make a great deal of difference to them. Of course, the law requires publication at certain times, but on all other occasions it would seem, particularly in the case of the smaller banks, to be wise to tell the banking story in a straightforward way and seek to impress the prospect more with the value of banking conveniences than with a recital of the bank's wealth and strength.

Peter Wilkinson Joins Kobbe Agency

Peter Wilkinson, who for a number of years was with *Vanity Fair*, has joined the staff of the Philip Kobbe Company, Inc., New York.

Safety Campaigns and Others, Put Over Like Advertising

Advertising Features in Employees' Bulletin Boards

By Edwin A. Hunger

THE man who writes copy for shop bulletin boards is confronted with a problem that in many respects is similar to that of the man who prepares material for the advertising pages of newspapers or magazines. In either we have the fleeting glance and then perhaps a closer perusal depending on the attention-arresting value of the appeal. In the case of the bulletin, however, there must be something that literally hits the employee squarely between the eyes to make him stop, look further and digest the meaning of the message meant for him.

Take safety, for example. Safety propaganda is necessary in almost all manufacturing plants; in some places, in fact, where hazards to life and limb are especially great, the safety campaign should take on all the earmarks of a major operation. The need for a well-developed and carefully thought out campaign has become so great that well-established organizations such as the National Safety Council, of Chicago, and the Safety Institute of America, of New York, have been organized largely for the purpose of disseminating useful information on the prevention of accidents.

To realize what change has come about in bulletin-board service, one must consider the old kind of board that was in vogue a year or so ago. There was a typical example in a plant where the value of the new kind of board is now fully realized. The board itself was about five feet long and three feet high, with everything posted on it exposed to the elements and the vandals and self-appointed humorists who liked to mark and otherwise deface the copy tacked thereon. It was full of posters, cards and notices, very poorly printed, ungrammatical and un-

diplomatic that had been posted anywhere from a few days to six months. Suppose some important notice was to be sent out, and the bulletin board was the only medium for letting it be known to the employees, one can well imagine what attention value it had among the stale stuff already posted on the board.

THE NEW STYLE BOARD

The present board is three feet long by two feet high, glass enclosed and electrically illuminated. It is nicely printed and pleasing to the eye. There is just one card posted, and it is tacked to a neatly colored board which may be easily changed so that another board, with another color, may be quickly substituted. The attendant in charge is given a large number of different notices and different-colored boards, and is told to change the card and give it a different-colored background each day. Above the notice may be printed "Have you read the bulletin to-day?" Even this may be changed to "Notices changed every day," or "Don't forget to read to-morrow's notice." The neatness of the board itself, the daily change in background and the single notice which stands out, naturally all attract attention.

In the notice itself there is only one idea and that is expressed in the fewest possible words. Photographs, when they are part of the story, enliven the bulletin and are frequently used. Safety bulletins almost always are illustrated and sometimes use is made of two photographs, one showing the right and the other the wrong way of performing an operation. Then, of course, there is the first line or title of two or three words in large red or black letters that are sufficiently striking to draw

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**They Didn't Know the Flavor
of REAL Macaroni
Until They Had Eaten
WOODCOCK Macaroni**

UNTIL WOODCOCK advertising appeared, most people were of the opinion that "macaroni is macaroni"—that it all tasted alike and was made from the same stuff anyway.

When we undertook to advertise WOODCOCK MACARONI PRODUCTS, our investigation proved that there is as much difference in macaroni as there is in bread. And we found the quality of WOODCOCK macaroni to be far superior to that of competing brands, because it is made from the hearts of the choicest hard wheat and "cured" Nature's way instead of being dried like ordinary macaroni.

We unearthed real selling points for WOODCOCK *Extra Quality* MACARONI PRODUCTS. And now we are telling macaroni eaters everywhere, through newspapers, that *they won't know the flavor of REAL macaroni until they have tried WOODCOCK products*—that the proof is in the eating.

THE ADVERTISING AGENCY OF

C. HENRY MASON

ROCHESTER, N. Y., U. S. A.



Nov. 25, 1920



Must be some town if they've got forty passenger trains a day

Forty honest-to-gosh trains a day, and around 3,500 freight cars go buzzing through as well, just ordinarily. But then Muskogee's trade territory produced over sixty million dollars' worth of farm crops this year; and that doesn't count oil nor coal nor manufactures, of course. You could pick out plenty of worse places to try out an intensive advertising campaign on people with real cash money to spend.

*Take a
chance
on*

Mus-k  **fee**

The PHOE
NIX is a pa
per you can
count on.

45,000
now in
Oklahoma's
third city

The PHOENIX is a paper you can count on

Fourteen thousand live ones read it daily; and it is able to help a lot on any distribution problem. John M. Branham Company, Special Representatatives, will tell you all about the Phoenix.



Nov. 25, 1920

to them the attention of passersby. The Safety Council keeps in close touch with its various member companies, and from them receives much information and many photographs from which many of its bulletins are made up. In preparing copy, naturally an especial effort is made to cover as many actual industrial accidents as possible, and par-

that veritably hits them bang in the eye is consequently required.

Take, for instance, the idea of protecting the workman's eyes with goggles. In no form of safety effort are carelessness and remissness so steadily encountered. Hence, the bulletin with the picture of a blind man being led by a boy and the line at the top: "How would you like see Black" and then below the picture the remainder of the text: "If you Want to Save Your Eyes Wear Your Safety Goggles." No mincing of words in that warning.

And then there is the picture of three men holding up dismembered hands. "Fingers Missing?" is the question at top in huge letters, and then below, "These shingle mill men are safety boosters now. The loss of fingers has taught them a lesson in safety that they will never forget. You need your fingers—Guard Them."

A third bulletin is reminiscent of war-drive posters. It obtains a striking photograph of a man of distinctly managerial type pointing his finger straight at the reader. "We Are Trying to Make This Plant Safe. Are You with Us?" are the words printed in large white letters against a black background that are fairly flung at you. Short and to the point

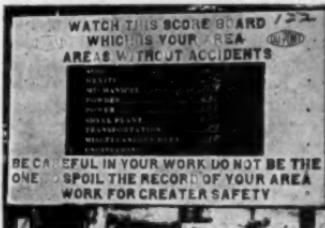


THE WHITE SPACE AT THE RIGHT TELLS WHEN AN ACCIDENT OCCURS

ticular attention is devoted, moreover, to those hazards that cause the most accidents. In addition to the general bulletin service which goes to the entire membership of the Council, special bulletins are prepared for members in specific lines of work who have banded themselves together into sub-divisions.

Copy for safety bulletins is drafted by various engineers of the Council, and then is passed upon by all the engineers acting as a committee. The drafts are then passed over to the Council's advertising man, who in consultation with the safety engineer in charge of bulletin service prepares the layouts. A high standard, both for copy and illustration, is maintained, and unless the material submitted comes up to this standard it is either rejected or revamped.

Naturally a good bit of the copy that goes into bulletins is of the scare type. This is necessarily so. Men and women in the working ranks, surrounded as they are by certain hazards day after day, become careless and reckless. Copy



SPIRIT OF COMPETITION HELPS TO MAKE WORKMEN CAREFUL

and effectively illustrated, these bulletins drive straight to their mark.

Pictures of employees who have done something worth while in connection with a company activity are always apropos and can often be advantageously employed

in furthering the safety movement. A group picture of a department having a no-accident record, with copy telling the how of it, always gets over big. The United States Smelting, Refining and Mining Company, for example, in one of its bulletins, reproduced by the Safety Council, makes excellent use of this idea. A picture, five inches by fifteen inches in size, of a group of men, illustrates the bulletin, the top line of which in big letters says, "*Some Record.*" Then follows the remainder of the copy, "The unloading department employing sixty-one men worked for eight long months without a single accident. The work is hazardous. Some of the men are shown below. How was it done? *Every man put his shoulder to the wheel.*"

Bulletins of this type serve a double purpose; first, they put over the safety warning in first-class fashion, and then they help to promote the institutional idea—the idea that each man is a real part of the organization, so much so, in fact, that the powers that be saw fit to publish *his* picture.

By fostering a spirit of competition between departments many plants are able to hold down the toll of accidents. The bulletin board naturally lends itself very nicely to such use, and from time to time comparative records by months and years of departments and related plants will show where the accidents are and are not happening. With the wide publicity given these comparative records, the departments with the most accidents are naturally aroused and strive to hold down the number of accidents. By praising the one hundred per cent or no-accident departments, effort is, of course, directed toward the entire elimination of accidents.

E. I. du Pont de Nemours & Company make use of an especially effective bulletin board to stir up the competitive spirit between various areas. Two white rectangular spaces are provided on this board, one for general bulletins sent out by the National Safety Council, and the other for lo-

cal bulletins describing a major or minor injury to an employee from one of two adjacent areas brought into direct competition with each other. The number of days each has gone on without a major accident is also posted on the board from day to day. "We are both trying for a record of 365 days. Are you going to stop us?" is the pertinent message printed under these records. At the bottom is printed the following pointed slogan: "It Pays to Be Careful. The More Careful You Are the Better It Pays."

The posting of a bulletin in the white space at the right, which is reserved only for notices of accidents in the two departments, is the signal for the men to flock immediately about the board and read about what has befallen one of their confreres in either of the departments. When carelessness is the cause of the accident, some effective warnings against a repetition of the accident can be inserted in these notices. The lesson can then be driven home at a time when the notice has news value, as it were, and when the minds of the men are most receptive for the warning contained therein.

COMPETITION IN BEING CAREFUL

The same competitive spirit was fostered in another way by the Du Pont people with a bulletin board on which was printed in large letters at the top:

"Watch This Scoreboard. Which Is Your Area?"

Then followed a listing of the departments without accidents, thus:

Acid	21 days
Hexit	82 "
Mechanical	109 "
Powder	281 "
Power	133 "
Shell Plant	150 "
Transportation	77 "
Miscellaneous Department	110 "
Engineering	109 "

To clinch the argument this warning was printed below:

"BE CAREFUL IN YOUR WORK.
DO NOT BE THE ONE TO SPOIL
THE RECORD OF YOUR AREA.
WORK FOR GREATER SAFETY."



ERWIN, WASEY & COMPANY

Advertising

CHICAGO

LONDON

The good work done by this organization is the result of constant coöperation between competent men, and of the skill and care these men exercise in every service they perform

Nov. 25, 1920

WHEAT and MEAT

The World's Greatest Staples bring
a stream of gold to

ARGENTINE

MUNDO-ARGENTINO

An illustrated weekly

190,000 GUARANTEED circulation

and

EL HOGAR

A weekly Home Magazine

85,000 GUARANTEED circulation

reach the homes, with acknowledged purchasing power, throughout Argentine and the adjoining Republics of Uruguay, Paraguay and Chile. Discriminating local advertisers never fail to include both publications in their appropriations.

Publishers

LA EMPRESA EDITORIAL HAYNES, LTDA.

Maipú 393 Buenos Aires

For information regarding advertising rates, copies of publications, etc., address:

Export Advertising Agency, Chicago

T. B. Browne, Ltd., New York

Horatio Camps Co., New York

Foreign Advertising & Service Co., New York

Johnston Overseas Service, New York

Roland Kay & Co., Chicago

National Export Advertising Service, New York

Etc., etc.

The safety posters and bulletins used by the Du Pont people which are in good condition when they are removed from the boards are not destroyed, but are placed in loose-leaf binders, which can be found upon the desk in the employment office and upon the desks of the various field offices. This booklet of safety bulletins is very interesting and instructive for an employee to glance through, should he be required to wait while in any of these offices.

The American Rolling Mill Company is another concern that makes good use of safety bulletins. For the posting of these bulletins a blackboard is employed, so that chalk may be used when desired. Besides the bulletins prepared by themselves and the Safety Council, the safety engineers of this company sometimes utilize photographs which contain a safety lesson.

"We try to make a complete change of bulletins," says A. K. Lewis, Director of Safety and Labor of the American Rolling Mill Company, "on all boards every third day and try at all times to keep the boards as attractive in appearance as possible. We also fasten to the safety bulletin board broken goggles, old shoes, torn gloves and other articles of wearing apparel that have been contributory to an accident. It is in this line of propaganda that we make use of chalk notations."

"We also have what we call our daily bulletin service, which I believe is not generally used and which I recommend very highly. This service is designed to reach a man wherever he may go in the mill. The bulletins are placed in out-of-the-way places on light gauge metal sheets 10 inches by 14 inches, punched to permit being hung over a nail. Each day a new board is carried out to number one station, and all other boards are advanced one position. By this arrangement every bulletin on this daily bulletin service reaches every station in the plant and eventually returns to the office where the old bulletin is renewed and it is again ready to start on

Is your time worth a cent a minute?

You can save 50 to 500 hours a year using the

STANDARD RATE & DATA SERVICE

Detailed advertising rates, minute circulation analysis, mechanical requirements on over 6,000 publications. No matter what the question—the answer is there—and it's right. Revised and issued every month at a cost of less than ten cents a day. None so complete and accurate.

Sample Copy on Approval

Judge for yourself. This advertisement attached to your letterhead entitles you to a copy of the current issue on ten days' approval. No obligation whatever—but clip it now.

STANDARD RATE & DATA SERVICE

154 West Fort Street
Detroit

Ten Years vs. Ten Minutes

A recent client spent ten years searching for a proper pictorial presentment of a special product.

Yet he could have been given the idea he wanted in ten minutes. At least, that is all the time it took us to do it.



Louis C. Pedlar, Inc.
Counselors in Art
246 Fifth Avenue
N. Y. City

another journey through the plant."

Sometimes a concern will have some particular innovation which it wishes to put over big, as it were, in the minds of its employees, and for the purpose resorts to many of the devices an agency would utilize in putting over an advertising campaign. For example, many concerns make use of ideas turned in by employees in the form of what are generally called suggestions, and frequently pay big money for acceptable suggestions. To bring forth worthwhile ideas, however, considerable prodding is oftentimes required. Repetitive copy by way of bulletins and other mediums is necessary. The urge to bring the ideas to light is created by this copy, just as the urge to buy is produced by copy in our advertising pages.

The Eastman Kodak Company makes effective use of its bulletin boards, which, by the way, are glass enclosed and electrically illuminated, to advertise its suggestion system. One bulletin, for instance, says, "Industry advances only as new ideas are produced. You can be a factor in the industrial advance of this country by turning in your suggestions for improvement of products and reduction of costs." Then finally comes the slogan, "Big Awards for Big Thoughts," which has been used by the Kodak company in many forms to advertise the suggestion system, and particularly to direct the thought of employees away from picayune ideas.

Another good piece of bulletin copy effectively employed by the company in pushing its suggestion system, is the following: "Speak Up. Ideas are like matches—useless unless you strike them into flame. If you have a plan which will save time, work or expense, put it on paper and send it in by way of the Suggestion System. Some one is going to think of the improvements. Why not beat the other fellow to it? *Make Suggestions.*"

Other uses which immediately suggest themselves to which the

A Buyer's Market So Different From What It Has Been

Do your brands carry Trade-mark and Sales Insurance to keep consumers buying your brand during the dull season?

It Can Be Done

The Premium Inducement will do this without fail when there isn't any striking difference in price and quality. Something special must be done now if Sales are to be maintained.

Merchandise with a premium inducement always has the buyers' preference in a buyers' market. Think back a few years and investigate now the business of manufacturers who kept on giving premiums: you will find this statement correct.

There are many lines of merchandise which lose their identity at time of consumption. Premiums are particularly valuable for such.

Our Premium Service

does not require the purchase of coupons or trading stamps, nor the carrying of premiums. It involves no detail and is self-sustaining. It is "Good-Will" advertising. It helps the dealer move the goods.

Our booklet, "The Why of Premium Giving," mailed free on request.

THE PREMIUM SERVICE COMPANY, INC.

ESTEN W. PORTER, President

50 and 52 Franklin St., New York City

Telephone: 1130-1131 Franklin

The Montreal Star Leads All Others

THE MONTREAL DAILY STAR is generally credited with not only holding an unique and dominant position in its constituency—a constituency which comprises the entire English-speaking population of the fifth largest city in North America—but also with exercising a forceful influence far beyond the city in which it is published.

In circulation, volume of advertising (local, foreign, classified, departmental store, churches, educational, resorts, etc.), in its news service, editorial features, as well as in universal popularity and national influence, the Montreal Daily Star stands admittedly supreme in all Canada.

—and yet

26 American papers of about the same circulation as the Montreal Star and in cities of approximately similar population, show an average minimum rate per line per thousand of \$.00200 ($\frac{1}{5}$ of a cent) compared with \$.00114 (less than $\frac{1}{8}$ of a cent) for the Montreal Star.

In Canada 29 representative daily newspapers show an average minimum rate per line per thousand of \$.00254 ($\frac{1}{4}$ of a cent) compared with \$.00114 (less than $\frac{1}{8}$ of a cent) for the Star.

The unique combination of undisputed prestige, largest circulation and lowest advertising rates, makes the MONTREAL DAILY STAR the best "buy" in Canada, if not in the whole of North America.

"Among all the newspapers on the American Continent, the 'Montreal Star,' in my opinion, holds place as a National Institution."—Jason Rogers, in "Newspaper Building."

The Montreal Daily Star

Canada's Greatest Newspaper

MONTREAL, CANADA

Established 1869

New York
DAN A. CARROLL
Tribune Building

Chicago
J. E. LUTZ
First National Bank Building

bulletin board well lends itself are the advertising of Americanization, the promotion of *esprit de corps*, the publication of health don'ts, announcements concerning stock distribution, co-operative purchase schemes, and of advance notices of social and athletic events, etc.

In the promotion of better cooperation in industry, then, well prepared bulletins can be made to play an important part. When put together with the skill that advertising men employ in preparing their copy, in fact making the same effective use of words, pleasing layout, pointed selling argument, and attention-getting features, these bulletins can be made to play a rôle that will compare favorably with that exerted by direct advertising devices utilized to sell goods. But the men who prepare these bulletins must know their game, and like the advertising man, must know a lot about the frailties and foibles that go to make up that something we call human nature.

Church Advertising Campaigns

D'ARCY ADVERTISING COMPANY
St. Louis, Mo.

Editor of PRINTERS' INK:

Will you please be good enough to send us references to advertising of either churches or religions which have appeared in PRINTERS' INK.

KENNETH G. CARPENTER,
Research Division.

CHURCH advertising has passed through the trial stage. It was but a few years ago that such efforts were regarded as extremely radical. Those who did attempt to put their churches on the map through the use of printers' ink did so with fear and trepidation.

As individual campaigns proved successful the methods followed were described in PRINTERS' INK. Of late such advertising has become so common that the list of articles on church advertising campaigns has assumed rather large proportions. Inquiries such as Mr. Carpenter's are constantly being received. For that reason, there



"PUNCH"

The Most Famous and Influential Humorous Journal in the World.

"PUNCH" ALMANACK

Issued early in November each year. The leading and most continuously successful Christmas Number and Annual published in this country.

"PUNCH" SUMMER NUMBER

Published early in July of each year. First issued as a Special Number in 1920 and scored an immediate success, being received with a warm and hearty welcome; is now equal in importance to the Almanack.

A DVERTISING space in "PUNCH," "PUNCH" ALMANACK and "PUNCH" SUMMER NUMBER is strictly limited. The demand for space is very much greater each year than can be accommodated. It is an axiom that for the advertising of high-class goods and service to Britons at home and abroad there is no value equal to that offered in "PUNCH'S" advertising pages.

As an instance of the appreciation by high-class advertisers of that value, it may be mentioned that

On October 1, 1918, all the available space in the regular issues of "PUNCH" was booked up for 15 months in advance.

On November 1, 1919, all the available space in the regular issues of "PUNCH" was booked up for 14 months in advance.

On June 1, 1920, all the available space in the regular issues of "PUNCH" was booked up for 19 months in advance.

The only space available in the regular issue of "PUNCH" for 1921 will be that which is surrendered. What about 1922?

ROY V. SOMERVILLE
Advertisement Manager "Punch"
10 Bonner Street
London, Eng.

"Punch" Office October 1, 1920

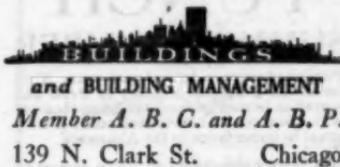


Office Buildings—

with space at a premium and the demand growing daily, the construction of office buildings is being greatly stimulated.

Our readers, the building managers, are the deciding factors in the construction of the new office buildings and select the material to be used.

No greater market for building materials and equipment than that reached by



SALES and ADVERTISING STATISTICIAN AVAILABLE

Young man 28 years of age, married, well-educated, would like to make connection with a live-wire house in New York or Boston that requires the services of a good man in sales analysis work. Has had 8 years' experience with a large wholesale house and is now employed, but has good reason for desiring to change.

Address "Sales Analysis," Box 190, care Printers' Ink.

is listed following the titles of such articles, together with the issues and page numbers of *PRINTERS' INK* in which they were published.—[Ed. *PRINTERS' INK*.]

What Advertising Did for a Small Town Church. *Printers' Ink Monthly*, Aug., 1920, p. 17.

A Church's Direct Campaign Pulls *Printers' Ink Monthly*, March, 1920, p. 100.

George Washington's Old Church Advertises. April 22, 1920, p. 146.

Interchurch World Movement to Advertise Nationally. Jan. 22, 1920, p. 45.

Social Reconstruction Programme Gives Advertising Work. Dec. 23, 1919, p. 65.

Selling the Church to the Community. Dec. 4, 1919, p. 87.

Churches Learning the Advertising Lesson. Oct. 30, 1919, p. 100.

Display Space to Get New Minister. Sept. 2, 1919, p. 134.

Advertising for "Lost" Episcopalians. Sept. 4, 1919, p. 40.

Church Advertising—How It Can Be Improved. June 5, 1919, p. 121.

Advertising for Pastor Places Trial Sermon. May 22, 1919, p. 62.

Baptist Advertising Said to Be Fore-runner of Interchurch Campaign. April 10, 1919, p. 137.

Put Advertising in Church Budget. March 27, 1919, p. 68.

Church of England Advertisers. Jan. 23, 1919, p. 145.

Methodists of Canada Look to Advertising. Nov. 28, 1918, p. 77.

Mormon Church Proselyting By Advertising. Sept. 5, 1918, p. 114.

How a Church Can Advertise. Descriptions of a Campaign Planned on a Merchandising Basis. June 23, 1916, p. 165.

A Philadelphia Church Advertises Itself Into Prosperity. Jan. 6, 1916, p. 114.

Working Out Reform By Advertising. April 2, 1914, p. 20.

Advertising Churches Co-operatively. Feb. 5, 1914, p. 37.

Church Advertising Book Appears. Jan. 1, 1914, p. 80.

In Circulation Work for "Pictorial Review"

J. J. Provencher is in charge of the Boston circulation office of *Pictorial Review*. Paul Block, Inc., New York, advertising representative of *Pictorial Review*, has charge of the Boston advertising office of *Pictorial Review*.

Radiolite Company Appoints Agency

The advertising of the Radiolite Company, Milwaukee, has been placed with Klaa-Van Pietersom-Dunlap, Inc., Milwaukee agency. A campaign on Radiolite lamps and lanterns will be placed in a list of farm papers and mail-order publications.

Before he burned his bridges he said: "—?—"



A CERTAIN manufacturer had developed a new product and was anxious to launch it.

But he hesitated—and with reason.

He said "I've got to make sure I have exactly what the public wants *before* and not after I start production, sales and advertising."

We were called in to get the facts. They were astounding.

- 1: One manufacturer seemingly owned the market, yet it was ripe for competition.
- 2: Not a product in the field was right.
- 3: Dealers everywhere suggested improvements on the products they were handling.

Now, this new product is ready to be marketed.

Now, this product has none of the objections and weaknesses of competing articles.

Now, this manufacturer is sure of his ground.

He has joined the Richards group of advertisers who believe in "Facts First—then Advertising."

JOSEPH RICHARDS CO. INC. "Advertising

EN. 221

NINE EAST FORTIETH ST.—NEW YORK

"Facts First—then Advertising"
RICHARDS

Nov. 25, 1920

Safe and Sure

Molding the minds and lives of 25,000,000 children, the School Teacher is happy in her work and always sure of her monthly check.

"Her" Monthly Salary Exceeds \$60,000,000.00



*The First National
to the order of Madeline S.
Ninety five and two*

The Teacher,

as will be seen, in addition to her influence which is incalculable, has a purchasing power of **Millions**. Her position is secure throughout the year and her pay is sure every

month. She buys the same things that other women buy and she is intelligent enough to read and appreciate advertising.

The best and most economical way of reaching the Teacher is through the advertising columns of

NORMAL-INSTRUCTOR AND PRIMARY PLANS

The Leading Educational Journal

Read by half the school teachers of the United States, 90% of whom are women. 84% in towns of 5,000 and under. Let us send you sample copy and tell you more about our Journal and the Field it covers.

**F. A. OWEN PUBLISHING COMPANY,
DANSVILLE, N. Y.**

CHICAGO OFFICE
708-10 Republic Building
C. E. GARDNER
Advertising Manager

NEW YORK OFFICE
110 West 34th Street
C. J. KREIDLER
Eastern Representative

Making One Feature the Main Theme

Cases Where It Is Advisable to Advertise an Exclusive Feature, Rather Than the Article Proper

By A. L. Townsend

AT first, when the Michelin tire, of foreign parentage, came to this country, one of its chief advertising features was the peculiar trade-mark—an abnormal man, with goggle eyes, made of tires of all sizes.

It is entirely unlike any similar device used in America, and, as it had already won prestige and popularity in France and England, there was good reason to believe that it would duplicate this record in new territory.

The Michelin tire-man, however, was never so much a vogue here as in Europe, primarily because it is a bit too grotesque. This does not mean that it has been abandoned. On the contrary, it is conspicuously displayed in every campaign. However, an even greater peg has been found upon which to hang Michelin advertising.

It is a claim made for the tube that it is structurally different from other automobile inner tubes—and we refer, from this point on, to Michelin tubes, advertised as liberally as the tires, and employing the same tire-man. By stressing this one point, and not generalizing, the tube copy has been given a distinctive background. The campaigns are not exploitations of a tube as a tube, or a manufacturer's name. There is a vast difference between advertising a tire or a tube and advertising the basic idea that makes a tire or a tube better than its competitors.

For one thing, the advertising battle is easier. The market in America, particularly, is flooded with many different makes of an absolutely identical piece of merchandise. Most tire manufacturers put out inner tubes.

Michelin tube copy talks "fit" and the mechanical reason for it.

In a two-color page these three letters are emblazoned in brilliant red. They are more conspicuous than the name of the manufacturer or the picture of the tube.

THE MAIN MICHELIN TALKING POINT

The manufacturers claim for the Michelin tube that it has an exclusive or, at least, none too common distinction. It is ring-shaped and therefore fits the shoe without stretching or wrinkling. The process dates back to the actual making of the tube. It is ring-shaped during its entire factory life. In short, it is built in the shape it is to give service.

Other tubes, being straight, from manufacturer to consumer, must wrinkle in an attempt to conform them to the shape of the casing. In many interesting ways, photographic and otherwise, Michelin has standardized the argument.

It is obvious that similar expedients must become as popular as they are necessary, since competitive accounts gain in number as the years pass. It becomes of the greatest importance to analyze the product and find in it those points of marked difference which differentiate it from others of its kind. For when this is done, the entire character of the campaign is changed, taking on elements peculiarly distinctive.

Among other Armcro campaigns one has concentrated upon ingot iron. The peg for the series is not the iron, but the fact that this ingot iron will not rust. Most iron does. It is a highly important talking-point.

In searching about for a theme and an illustration further to emphasize this theme, the advertiser creates a page unlike those that have gone before. Straight up

Co-ordinated Advertising

An advertising manager who Knows How

This message is addressed only to those manufacturers who are now, or plan to become important advertisers, and who desire highly efficient direction in their advertising and promotion efforts.

Because of specialized experience, I am in position to create, direct and carry on a co-ordinated advertising campaign that will produce results commensurate with funds invested.

Advertising appropriations must now be put to work on an economical basis; must develop new and sustain present business. Thus a full measure of success can be secured only by *co-ordination* with every artery and channel of your business.

I desire to make a change shortly. Now located in New York City; 31 years of age; married; served overseas as a fighting soldier; thoroughly familiar with every detail of advertising and sales promotion.

My brochure—

"Co-ordinated Advertising"—is an interesting treatise on the subject and contains a chart of value to any executive. It also outlines my experience since 1911, supported by the opinions and estimates of my work and character by those whom it has been my pleasure to serve. I shall be pleased to send this brochure to interested principals. Confidence to be mutually observed. Address M. B., Box 189, care of PRINTERS' INK.

through the page rises a stately column, and at its base gathers prayerful Indian men and women. They look with reverence upon the strange metal pedestal.

What a strange subject for ingot iron. But read:

"For 1,600 years this iron pillar has defied rust. The hot sun of India has beaten down upon it and it has been washed by torrential rains. Time has wiped out and remade almost everything else around it, but the pillar stands and shows few signs of rust or corrosion.

"It is an accident—a freak of nature—or else the old Hindus had knowledge, used only in this case, which from them to modern times was utterly lost to the world. Contrast this imperishable pillar with the thousands of tons of metal eaten by rust every year in this country alone. In Armco Ingots we have produced an iron that for commercial purposes is practically pure; that resists rust and is uniform in texture."

The strange pillar referred to and illustrated is the Delhi Pillar, India.

Many years ago Yale & Towne created a unique substitute trademark—a mark within a mark. It was a means of emphasizing the name Yale and insisting upon recognition of it as an institutional proposition. The plan was unique: above the standard name-plate, containing the name Yale, there were three outlines identical in every way with the trade-marked frame. And hands placed, one at a time, in each frame, one letter of the name Yale.

This idea has been a consistent part of the advertising ever since, and is even now emphasized more than ever. Why? Because there are many imitations of the various Yale locks and keys. They seem to be about the same. The public may not take the trouble to differentiate, to separate the good from the bad. Therefore, the one big asset in this case are those four letters of the name. Advertisement after advertisement determines to make people look for the Yale letters.



A Clinical Thermometer

IT'S in everybody's mouth—sooner or later. Like a good product, well-advertised, it's on everybody's tongue. Just as a good thermometer is known by the temperature it records—so is a good product favorably or unfavorably known by the degree of "interest-temperature" advertising has created in its favor.

As you doubtless know, it costs a heap of money for you to find out what the clinical thermometer will tell the world in about one minute. Whether your prospect is "cold" or "warm" to your proposition is liable to mean the life-blood of your business.

And yet, there are still a lot of good business men who haven't learned the value of an *accurate, reliable measuring and testing instrument* to aid them in determining the temperature of their advertising field; in other words, the services of a high-powered, thoroughly efficient advertising agency. We are known as "An Advertising Agency + PLUS." May we tell you why?

H. Walton Heegstra Incorporated

ADVERTISING 25 E. JACKSON BOULEVARD, CHICAGO MERCHANDISING

Nov. 25, 1920



"PAN" is without doubt the most magnificent monthly journal published in Britain.

It contains numerous color plates and literary contributions by the foremost British writers.

Full particulars of "Pan" and also of other journals published by ODHAMS PRESS LTD., will be forwarded on application to

PHILIP EMANUEL
Advertisement Manager
ODHAMS PRESS LTD.,
Long Acre, London, W.C.2,
England

Owners and Publishers of

John Bull
Passing Show
London Mail

Pan
Ideal Home
Pictures

National News
Sunday Eve.
Telegram

Kine. Weekly
Everywoman's
Sporting Life

REDACTED

"Can you tell a Yale lock at three yards?" one piece of copy deliberately asks. "If shape settled it, you could. But that narrow slit which takes a small, flat key does not finally identify either the lock or its key. Go nearer—is the name Yale there? The locks and keys that look like Yale at three yards are up against something else at three feet. Up against the reason that made it worth while for them to look like Yale at all. Up against the reason which makes it worth while to find Yale there. The name Yale on a lock is our signal to you that the lock is right."

A WASHING MACHINE'S POINT OF DIFFERENCE

While most other washing machines advertise washing machines, the pleasures of them, the economy, the pride of ownership, the Eden campaign, taking it for granted that so much publicity on these subjects will sell the idea of electrically driven washing machines, settled comfortably down to emphasis of an exclusive feature, or one that is unlike anything possessed by its competitors—"The Sediment Zone."

"Why does the engineer's wife wash with an Eden? No matter how black with grease and coal soot clothes may be, the Eden cleanses them spotlessly," which is quite a strong statement to make. But when clothes, even in a washing machine, are sloshed around in the same old water and in the same dirt that was washed out of them, there is danger of their not coming out as bright and as sparkling as they should be. "As soot, cinders, dust and dirt are flushed out of the clothes, the Sediment Zone traps all these foreign particles and they cannot re-enter the washing cylinder. This continuous dirt-elimination keeps the water clean and free from floating sediment." Surely, this one big argument is better than advertising the pleasures of a washing machine, or its looks or economy.

Wilson Brothers, as a summing up for a special line of men's



The Best Sellers —

are those goods which have the most distinctive and attractive packages. Today, every manufacturer who is getting out a product is confronted with this problem:

"Can I make my design sell more goods?"

Certainly, a well-thought-out, carefully planned package design, wrapper, folder, booklet, label, hanger, etc., will help you sell more goods. A unique design helps customers remember—makes it easy for them to buy again and again.

The Karle Lithographic Co. will be pleased to work with you in developing distinctive sales-producing advertising designs.

One of our branch managers or representatives will call and help you with any matter pertaining to lithography.

KARLE LITHOGRAPHIC CO.

Offices and Plant
ROCHESTER, N. Y.

NEW YORK 512 Fifth Ave.	BOSTON 7 Water St.
CHICAGO 130 N. Wells St.	ST. LOUIS By Exchange Bidg.
PHILADELPHIA Fidelity Mutual Bidg.	

No
1

UNITED STATES SHIPPING BOARD

Offers for Sale

STEEL AND WOOD SHIPS and WOOD HULLS

Bids will be received on a private competitive basis in accordance with the Merchant Marine Act at the office of the United States Shipping Board, 1319 F Street N. W., Washington, D. C.

The ships offered for sale include steel vessels and wooden steamers.

The steel steamers are both oil and coal burners. The Board has established a minimum price on these vessels.

Terms on Steel Steamers

10% of the purchase price in cash upon delivery of the vessel; 5% in 6 months thereafter; 5% in 12 months thereafter; 5% in 18 months thereafter; balance of 70% in equal semi-annual installments over a period of ten years; deferred payments to carry interest at the rate of 5% per annum.

The two hundred and eighty-five wooden steamers for sale are of ten different types as follows: Nine Drydock Type; Seventeen Ballin Type; Ten Panama Type; Six Pacific American Fisheries Type; One Allen Type; One Lake and Ocean Navigation Company Type; Thirteen McClelland Type; One Hundred and Eighty-six Ferris Type; Thirty-one Hough Type; Eleven Grays Harbor Type. Also have a number of wooden hulls of various types.

Terms on Wooden Steamers

10% cash on delivery. Balance in equal semi-annual installments over a period of three years.

Bids may be submitted for one or more vessels or for any combination of above vessels, and must be accompanied by certified check made payable to the U. S. Shipping Board for 2½% of amount of the bid.

Bids should be submitted on the basis of purchase "as is and where is."

Further information may be obtained by request sent to the Ship Sales Division, 1319 F Street N. W., Washington, D. C.

The Board reserves the right to reject any and all bids.

Bids should be addressed to the UNITED STATES SHIPPING BOARD, WASHINGTON, D. C., and indorsed "BID FOR STEAMSHIP (name of ship)."

furnishings, hit upon a most distinctive thought—that every place where these furnishings can be purchased is a "Service Station" for men. And then follows a masterful and flattering tribute to dealers who handle the lines.

The Jergen's Violet Soap campaign is different from anything that has gone before as human ingenuity can make it. It is argued that "just washing the hands is one simple method of relaxation, for soap and water have an actual tonic effect on the system." Some may consider that this is going far afield for an advertising peg, but the fact remains that there are many soaps advertised and that the only way possible to create individuality is to go after it on the tail of a comet.

The better campaigns of today, the ones most certain of returns, are the campaigns built around some strikingly different and important function.

"No Children" Sign Gave Real Estate Advertiser an Idea

SAN FRANCISCO has apartment house owners who make frequent use of the sign "Children Not Wanted." Like a great many other cities the agitation of a movement against such landlords comes forward sporadically in San Francisco. At the time the last outburst of wrath against such landlords found its way into the columns of San Francisco newspapers, a real estate company that acts as agents for apartment owners and also sells land in a suburban residence development, decided to use advertising to defend the apartment owner, and also sell land to home-seekers.

The advertisement, which did not give the name of the real estate company, but which was signed "An apartment house owner," read in part:

"Should people with children live in apartments?" Everyone who knows anything at all knows that the modern apartment is intended solely for adults. People who live there pay fancy rents for special conveniences, chief among

The Transportation Compass

There is a difference between conversation in the lounging-room and presentation of arguments before the Interstate Commerce Commission.

There is likewise a difference between trade paper gossip and the orderly arrangement of vital information in the *Traffic World*.

For thirteen years America's biggest industries and the transportation companies have regarded *Traffic World* as the unbiased interpreter of their mutual problems.

The *Traffic World* is the compass which guides executives thru the maze of transportation reports, decisions, and opinions to the essential facts.

As reliable as the Polar Star, it earns consideration as a medium of advertising to interest those who manufacture and transport in quantity.

Traffic World

Published by

TRAFFIC SERVICE CORPORATION

Member A. B. C.—Issued Weekly

Washington Office
Colorado Bldg.

418 South Market St.
Chicago, Ill.

Nov. 25, 1920

Concentrate on Quality

Every quality argument is
strengthened by the use of

ART MAT

The incomparable dull finish coated

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.

NEW YORK CITY



which is freedom from disturbance by children. The apartment house owner is bound to consider the wishes of his tenants, and up to the time of this article going to press their unanimous wish is "No children." People with children are well aware of that. Why should they deliberately intrude where they are not wanted, especially when there are many small flats where they are welcome? Of course, there's no steam heat, or janitor service, or fancy main entrance, but there's usually sunshine and a yard in which to play.

And again, why should people with children desire to live in apartments, paying exorbitant rents, when this very same rent applied monthly on a home, enables them to live in a beautiful, modern bungalow in an attractive residence park within twenty-five minutes from downtown on a five-cent fare? Where there are big lots with large play yards, lawns, flowers, sunshine and the companionship of other children; where their little bodies have an opportunity to grow strong and healthy, and their souls can expand; where they are happy and welcome, instead of being looked upon as a nuisance.

The completion of the great Twin Peaks Tunnel has given San Francisco a number of just such home parks. Last Sunday I went through one of them—Westwood Park. Why, it's a veritable town of the most beautiful homes imaginable. The finest apartment house is like a jail alongside those flower-decked, velvet lawn-bordered bungalows. It's been a long time since I was a boy myself and my fondest recollection is the cozy home we had in the outskirts of town. Thank God, there were no fancy apartments then; but even if there were, I'm sure my good parents would not even have had a remote desire to bring their children up in one of those gilded cages.

An Advertising Portfolio in Trade Papers

L. Adler, Bros. & Co., Rochester, N. Y., makers of Adler-Rochester clothes, are getting their advertising portfolio before the dealer through the trade paper.

The portfolio occupies twelve pages and is printed on special stock. The complete insert resembles the usual portfolio and has front and back covers. The second page is blank. The third page contains the preface to the rest of the pages.

The text opens with the following head: "Open Distribution Points," and goes on telling of the benefits of handling the Adler-Rochester line. It also states that the pages following are reproductions of the advertisements appearing in various national mediums.

Cleveland Trade-Marks Itself

The Chamber of Commerce of Cleveland is fostering a movement to have the business houses of that city imprint on their stationery and trade literature intended for out-of-city distribution the phrase, "Cleveland, Fifth City."

General Manager

or

Sales Executive

A well-known executive, now employed, but wanting bigger field, desires to get in touch with a company of high standing manufacturing or selling a product of genuine merit.

This man has exceptional record as a sales executive and manager. He personally built up and managed a national sales force of several hundred men. Has reorganized numerous sales forces throughout the United States, handling varied commodities. Is particularly versed in intensive sales methods.

Best of references including present connections, who do not wish him to leave. Has made but one change and plans to make but one more. Under 40, with family.

Please be reasonably specific in reply.

Salary and interest in business.

Address "C. P.," Box 199,
care of Printers' Ink

Wanted: A Sales and Advertising Associate for New York Office

I want a real live wire who can do things to co-operate with me in serving manufacturers of products distributed throughout the drug and confectionery trade. To such a man I can offer a rare opportunity with a permanent New York City location. He will work jointly with me on manufacturing accounts that pay big returns, and share equally in earnings in return for his services and investment of \$5,000. A weekly drawing account will be granted, but unless you can submit references worth while please do not write me, as I want a plunger, not capital. Address "CONFIDENTIAL," Box 194, care PRINTERS' INK.

Credit and Collection Manager Available

On December fifteenth there will be an unusual Man open for the management of the department of Credits and Collections.

He has been trained in strenuous service with a large Corporation and knows his business.

University and Law schooling. A competent Office Executive and Accountant. Five years in present connection as Salesman, Account Auditor, Credit and Office Manager.

He is one of those men who is young enough—twenty-eight—to grow along with his associates and old enough to have formulated fundamental principles so essential to the proper handling of finances.

There are good reasons for his desire to change. You'll appreciate them and you'll like the man.

He is a Letter Writer of the finer type. D. G., Box 198, care of Printers' Ink.

Advertising Manager Wanted for Financial Institution

In Baltimore there is a worth while opportunity for an advertising executive who knows something of finance as well as advertising.

Must be capable of planning and writing forcible advertising copy that will sell the service of all departments of a big and progressive banking house and trust company to the public and increase its prestige and good will.

Must also be able to completely manage the advertising department of this institution. State experience and record, and the value you place upon your services. Address "G. J." box 192, care PRINTERS' INK.

Laundries Study Washing-Machine Competition

The Milwaukee Laundry Owners Club went on record at a meeting, November 18, on the advertising of household washing-machines and the attitude of the laundry toward them. Members were pledged to advertise only their own individual businesses, instead of making any attacks on the household device, which they frankly admit are having an influence on the volume of laundry business. It was also decided that the test of good advertising by the laundry owners would be whether or not the advertisement is in the interests of the industry as a whole.

Recent articles in PRINTERS' INK on the subject of advertising power washers were read at the meeting as an illustration of the proposition that the laundrymen will probably have to make a survey of customers and ex-customers in order properly to develop campaigns for advertising their business and service. The Milwaukee owners are inclined to think that such a project should be a nationally conducted investigation, not feeling that any local association can carry the burden of expense and work that it would involve. That the adjustment period of economy is not only reducing the volume of family washings turned over to laundries, but is helpful to the power washing-machine companies, was admitted. An examination of national advertising of household washing-machines failed to reveal any attacks on the laundries.

St. Louis Company Changes Name

The name of The Wright-Adamars Company, advertising and sales counsel, of St. Louis, has been changed to The Adamars Company. Elmer G. Mar-schuetz, formerly secretary and treasurer, is now president and treasurer. Spencer B. Adams, vice-president of the former company, is vice-president and secretary of the new organization.

Additions to the Adamars staff include Carl R. Miller, formerly of the Jesters-Miller Company, who is with the copy department; Leon H. Goldman, formerly of the Schiele Advertising Company, and H. C. Groover, who is in charge of the credit department.

Two Ohio Accounts with Powers-House

The Thomart Motor Co., Kent, Ohio, maker of the Akron Multi-Truck, has placed its advertising with The Powers-House Co., Cleveland. Advertising is now appearing in automobile journals, and newspapers will be used in selected territories. The same agency has been selected by The W. B. McAllister Co., of Cleveland, to advertise McAllister Wood Products, which include McAllister Bumpers, Disc Wheels and Steering Wheels made by the Maclamination process.



*Extolled
by
The Index*

In chronicling the progress of one of my clients,
Hugh Wilson Patterson, Editor of *The Furniture
Index*, whose praise I cherish, says:—

"Of the advertising that has played so large and vital a part in the development of the Johnston-Kurtz Establishment, column after column could be written. To a large degree the advertising of this company forms an advertising biography of that Master in the Arts of Advertising, James Wallen. Ever since the days of the little willow store, Mr. Wallen has had the direction of the advertising and has contributed to the literature of advertising some of his best work in the copy he has produced for Johnston-Kurtz. Those who know the work of James Wallen will realize the effect of such statement. To those beyond the pale, suffice to say that from the foundation of the establishment to the present days of well won prosperity, the advertising has maintained the standard demanded by the highest canons that measure every aspect."

JAMES WALLEN

*Persuasive
Advertising Copy*

STUDY: EAST AURORA • N.Y.

Nov. 25, 1920



A Young, Red-Blooded Agency

FOUNDED upon ability to produce. Composed of creative workers long experienced in older, larger establishments — but whose output never smacks of the machine-made.

An Agency with ideals and ideas untrammeled by precedent or politics. Equipped in all branches of advertising and merchandising service. Nationally recognized, but holding no brief for any one medium or class of media. An evenly balanced, earnest, responsible organization, playing its clients' game only.

Substantial success in less than a year of activity bespeaks the fact that this is a good kind of Agency to do business with.

DERBY BROWN COMPANY

Boston, Massachusetts

"A new New England Service for old New England Interests."



The Word That Cost Millions

"Pleasure" Car Persists, in Spite of Manufacturers' Efforts for Several Years to Kill the Term

By J. H. Newmark

Manager, Advertising Division, Chevrolet Motor Company.

PLEASURE!

Such a nice little word—making one think of all the good things in life—and yet that very word has raised general and particular havoc with a billion dollar industry, and is costing the people of the United States many millions a year in the way of war tax on an article that is approximately used at the rate of 2 per cent for pleasure and 98 per cent for good, hard, ordinary, everyday business purposes. In addition, the industry has suffered generally by the use of the word.

The root of this trouble can be traced back some ten or fifteen years to the days when the automobile industry was young, and some very enterprising advertising manager decided that he would send you a beautiful, printed booklet in which he told all about the advantages of his "pleasure" car. It was a nicely turned phrase, and it stuck. Other advertising men managed to use the word to advantage, and over a period of years the public mind was unconsciously adjusted to thinking of automobiles in the light of something pleasing.

That first advertiser when he wrote of the joys of riding, was addressing a very limited audience, for the automobile had not become a commercial vehicle, and the village doctor was still keeping three horses in the stable because his calls were many and a distance apart. Also the rural free delivery man was driving a horse—so was the village carpenter, the farmer, and the minister.

To-day, however, conditions have changed. When the new contract for the delivery of the mail to rural parts is given out, the first thing that the fellow who gets the job does, is to go out and buy himself a low-priced car. The doctor no longer keeps a man to look after his three horses—he

has a first-class car and runs it himself, sending it down to the garage once or twice a week to be washed and generally given the once-over to be sure that it is in perfect condition. He does more work in half the time it used to take, and still has a few minutes every day for himself—a luxury never before known to country doctors.

And the farmer!

If ever the automobile was a godsend to any class of men and women it was to the dwellers on the farms. They no longer had to consider whether the horses were tired; they no longer had to wait for days before going to town. The women on the farm learned to run the family car, and the result was emancipation.

Of the non-commercial cars turned out last year, it was estimated that only 2 per cent could be strictly termed as being used for pleasure purposes. In spite of this, the pleasure thought remained! The habit of using it grew. The word was used in automobile catalogues, in newspaper and magazine advertisements, frequently coupled with luxury.

Has the word "pleasure" helped to hide the true value of the automobile? If it has, every automobile advertising man is truly repentant for lending a hand to create an atmosphere he didn't have any idea he was fathoming. It is apparent that if anyone did give the word a thought, he came to the conclusion that it was harmless. No one saw its treacherous meaning or it would have been dropped long ago.

WHY NOT JUST "AUTOMOBILE"?

In the future the words "passenger car" will probably be used—that is, if an automobile is going to need any such classification at all. "Advertising men have

Nov. 25, 1920

TO the man who controls a desirable national magazine account:

We wish to make
an unusual offer.

About ourselves—we are a growing advertising agency located in New York. During the past year or so, we have risen rapidly from a one-horse agency to a company that handles a respectable volume of newspaper advertising.

We are fully recognized, and with the staff we have acquired, feel that we are capable of further expansion.

But we need one large general magazine account.

If you are the man we want, this is your opportunity.

You will have the privilege of selecting an adequate staff to handle the account in your own way, and we will back you up in every reasonable demand.

Negotiations will be in strictest confidence. Address F. M., Box 172, P. I.

MARYSVILLE CALIFORNIA

Huge gold dredges are built here for use the world over. One of the varied manufacturing plants with a large payroll. Most satisfactorily covered by The APPEAL—the morning paper of largest circulation north of Sacramento.



learned their lesson—they are going to be good boys and less extravagant in their use of words.

For it would seem that the advertising men who have done so much commercially for the United States have blundered. They are to blame for not building the foundation of the automobile industry on a firmer basis, for not disseminating knowledge, generally, and more consistently, of the uses of a motor car; for not being able to convince everyone, almost, that the automobile as a means of quick transportation, was entitled to first consideration and nothing else would do in its place. However, advertising cannot be blamed for not having clairvoyant powers. Had it known that the word "pleasure" would some day be accepted by a body of law makers, as being the sole purpose of the use of the motor car, it would have been banished long ago.

It is true that past methods of advertising and the form of copy used have helped to create false atmosphere. The copy has not been of the "bed rock" kind; the basic reasons for owning an automobile have rarely been touched upon. Advertising men have all been busy in extolling their own wares, and not picturing the true worth of a car. This has been generally true.

But automobile advertising is going to change. And quickly, too. The people of this country will be given different reasons for buying cars in the future from those of the past. There will be altogether different appeals. They will be pertinent to present-day requirements. It is a certainty that the selling angle has changed from the frivolous to the serious. Advertisements will be based on the mental attitude of present-day purchasers. The printed forms will talk of economical, quick, clean transportation. They will show how a man, owning a car, conserves time, and when he does that, he is given more time to do more.

Advertisements will sell "more time"—"more business." Advertisements will sell "saving energy." The word "pleasure" is gone—

MODELS

ONE of the strongest contributing features to the successful employment of photographic illustration for advertising is a concentrated and systematic study of the model service.

In the selection of suitable models for advertising purposes, variety and contrast are desirable, but discrimination as to type and ability is imperative.

Realizing that the object of advertising art is a clearer presentation of the advertiser's story to the public, we endeavor to secure the model with the ability to interpret and the capacity to convince.

Mere mechanical posturing, however pleasing, will not convey this message with force or sincerity to a casual reading public.

One branch of our service is devoted solely to a constant search for high-class models of every type, and we are continually recruiting new material.

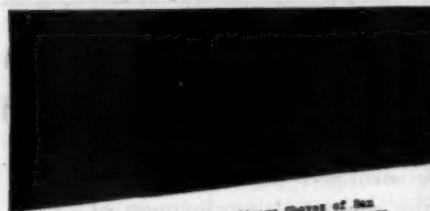
We have listed with us over three hundred professional models of all types and ages, including many men and women of stage and film experience, in whom, naturally the interpretative sense is highly developed.

Our service is planned to discern your needs and equipped to fill them.

Send for proofs of our recent illustrations.

WINEMILLER & MILLER, INC.
PHOTOGRAPHIC ILLUSTRATIONS for ADVERTISING
450 FOURTH AVENUE, NEW YORK CITY
TELEPHONE 9855 MADISON SQUARE

Nov. 25, 1920



Juan, Porto Rico, hereby subscribe to a periodical known as CINE-MUNDIAL, a magazine devoted to Arts and Amusements, published in Spanish and Portuguese and circulated in countries where these languages are spoken. For a period of One Hundred (100) years from date hereinafter to be delivered monthly and I hereby agree to pay and have paid for the entire subscription the sum of one hundred (\$200.00) dollars by draft dated October 29th, 1920.

The publisher, John F. Chalmers doing business under the firm name and style of Chalmers Publishing Co., hereby acknowledges receipt of said two hundred (\$200.00) dollars in full payment and agrees, either through himself, his heirs or successors as the case may be, to cause said magazine to be forwarded to the said A. Rivero Chaves at San Juan, Puerto Rico, monthly hereafter until the expiration of the aforesaid One Hundred years.

It is agreed by both parties in the event of the discontinuance of said publication for any reason whatsoever, that the said John F. Chalmers, his heirs or successors shall refund to the said A. Rivero Chaves the pro rata unexpired portion of the subscription. In the event of the death of said A. Rivero Chaves, the same shall be forwarded to the heirs of the said A. Rivero Chaves or other person designated by them.

Dated New York, October 29th, 1920

(Signature)

John F. Chalmers

STATE OF NEW YORK
CITY OF NEW YORK

On this 29th day of October, 1920 before me personally appeared John F. Chalmers and A. Rivero Chaves, who, being first duly sworn, deposed and said: "We do hereby acknowledge to us that they severally executed the foregoing instrument."

(Signature)

He
subscribed to
CINE-MUNDIAL,
for
100 years

50,000

THIS unsolicited tribute to CINE-MUNDIAL'S popularity in Latin-America comes to it on the eve of its sixth birthday.

50,000 paid-for copies of CINE-MUNDIAL'S Sixth Anniversary Number will sweep the Spanish and Portuguese speaking peoples into your market place—if you are in the book.

Forms close December 15.



Cine-Mundial
516 Fifth Avenue
New York City

A. B. C. Audit
proves a PAID
circulation.

banished—never again to be used in connection with motor-car publicity.

It has done damage enough. Let it alone for all time. The average person, in contemplating a motor car purchase, may unconsciously bring to mind the word. Let him do it, if he wants to, but don't use it otherwise.

Superlatives All Used Up on Bookjackets

When P. T. Barnum said that his was "the greatest show on earth," he told the truth. It was just that. But a show is a show. Its drawing-cards are elephants, acrobats, clowns, brass bands and human freaks. A publisher, however, is a maker of books in the advertisement of which Barnumesque language is never in accord with the dignity of the profession and is frequently at odds with the truth. But since the advent of the paper jacket it has been growing in popularity and now has reached the climax, for the stock of superlatives is exhausted.

A prominent New York publisher said not long since: "Think how colleges advertise their courses. They tell of lectures, reports, papers, conferences with the students, and what not. You would imagine that, with the course over, all information pertaining to the subject would have been given out and assimilated." But the college catalogue does not say that the lectures will be brilliant, the papers original, the conferences inspiring, and so on. And it makes frequent use of the verb "attempt."

Publishers must sell their books and there is no sound objection to the paper cover. It keeps the binding clean and, if disliked, can be shaken off. It is also a most convenient place to give the prospective buyer an idea of what he is getting. But if loaded up and down with excessive praise it misleads.—*New York Evening Post*.

Kievenaar Gets Executive Appointment

G. P. Kievenaar, vice-president of Steven de Caesznak, Inc., New York, publisher of *Export American Industries*, has been appointed assistant general manager of the corporation. He was formerly in charge of the Western territory, with headquarters in Cleveland.

A. L. Hamilton Joins H. K. Carter Agency

A. L. Hamilton, who was formerly with N. W. Ayer & Son, and with George Batten Co., Inc., New York, and who recently conducted the Hamilton Company, advertising agency, New York, has joined The H. K. Carter Company, New York.

Popular Mechanical Magazine

An Unusual Opportunity

An opportunity is offered to acquire an established and growing Popular Mechanical Magazine, with nearly 50,000 circulation on most favorable terms—or will sell interest in same. Unusual chance for right party.

Address "G. B." Box 187, care of Printers' Ink.

The MAN We Want

We are looking for a particular type of man to act as district manager.

He must have sales ability. This implies a level head which will enable him to get on with his customers and the house. The job calls for personality, and can only be filled by a man who is used to selling on quality. We would not be interested in one who could not show earnings over \$5,000 as a salesman.

He must have enough money to finance himself until he has made a start.

He must have common sense, practical experience in installation work.

To such a man we offer exclusive territory and a chance to make from \$10,000 a year up.

FLEXLUME SIGN COMPANY
Buffalo, N. Y.

WANTED
a Plan Man
for Direct Advertising

Middle West organization offers big opportunity to the man who has had the right sort of marketing experience. He must have the ability to analyze sales problems and to work out effective selling plans.

Give full details, confidentially, in first letter.

Address "S. R. B."
Box 20

Care of Printers' Ink

DOUGLAS WAKEFIELD COUTLÉE

Advertising

1 WEST 34th STREET
NEW YORK

Our Business is Building Business

Los Angeles — The largest city in the West

IN LOS ANGELES

IT IS THE

EVENING HERALD

MEMBER A. B. C.
Government Circulation Statement
April 1, 1920

134,686

*Largest Daily Circulation in
the West*

REPRESENTATIVES

New York: Lester J. Clarke, 904 Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

**Railroads Advised to Advertise
to Farmers**

The American Railway Development Association, in a meeting in Chicago last week, adopted a resolution recommending that the railroads of the country put on an advertising campaign to farmers.

The proposed campaign is regarded as the best method of answering the criticism directed at the railroads by farmers who do not understand the necessity of higher freight rates. The purpose is to give the farmers the facts and statistics of railroad operation and service and to inform traffic men within the railroad organizations themselves on the farm problems of production and marketing.

The resolution followed after an outline of the New York Central Railroad's present campaign in farm papers had been given. The New York Central ignores the editorial policy of a paper and gives in paid space its own "reason why."

The association also declared in favor of having a business executive in the Government—"someone who can think in terms of business."

The next meeting of the association will be held in May in New York.

Bank Benefits from Merchandising Advisor

THE PACIFIC BANK
NEW YORK

Editor of PRINTERS' INK:

My attention has just been called to a recent editorial in your publication, entitled "Credit and the Bank's Duty," in which you suggest that banks should furnish a merchandising service to the local merchant.

It will interest you to know that the Pacific Bank has maintained such a service for the past two years. We print the name of our merchandising advisor just below the list of our directors on our printed statements. I may add that this service has been of great benefit to our customers as well as to ourselves.

O. H. CHENET, President.

New Accounts for Boswell-Frankel

The Corlies-Macy Co., New York printer and stationer; the Plaza Art and Auction Rooms, the Madison Square Garden-Tex Rickard enterprises, and the Illuminating Sales Co. have appointed the Boswell-Frankel Agency to take charge of their advertising.

**Advertiser and Editor Write
Business Comedy**

A. H. Woods has accepted for production a play called "Something for Women," an American business comedy by Hiram Moe Greene, editor of the *Woman's World*, and Joseph H. Neebe, vice-president of the Charles Daniel Frey Company, Chicago.

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The Best Copy Wont "Pull"

if its appearance in the paper repels
the interest of the reader.

O'FLAHERTY'S PEERLESS MATS

reproduce cleanly and distinctly. They permit your story to be presented in the best light possible.

Made by O'FLAHERTY
225 West 39th St. New York



PRINTING — — fit for its — PURPOSE

STYLE BOOKS—and they really run the range from rubber heels to automobiles—must suggest not merely the product, but its appropriate setting as well. Those that fulfil their mission are a composite of good ideas, appropriate layout, and PROPER PRINTING



Wm F. FELL CO. PHILADELPHIA



RIGHT BELIEF
RIGHT KNOWLEDGE
RIGHT CONDUCT

NEW ENGLAND

This is the best territory for an old advertiser or a new one

New England has the highest ratio of skilled mechanics and skilled factory operators at the highest wages.

New England has greatest per capita wealth; dominating ability to purchase what pleases her people.

New England offers an opportunity for the closely knit distribution of all classes of goods.

New England, owing to the cities and towns being close together, making it easier and cheaper to reach the dealer and put the goods on his shelf—is selling economy.

New England conditions are right for the marketing of goods from everywhere; you should use the

Home Daily Newspapers

NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,640 A. B. C.—Jc copy
Population 25,688, with suburbs 60,000

WATERBURY, CT., REPUBLICAN

Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.
Population 91,410, with suburbs 100,000

PORTLAND, ME., EXPRESS

Daily Circulation 24,300; Member A.B.C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,552 A. B. C.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER

Daily Circulation 25,375 A. B. C.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Net Paid Circulation now 9,000
Population 41,013, with suburbs 150,000

LOWELL, MASS. COURIER-CITIZEN

Daily Cir. 17,353 P. O.
Population 114,366, with suburbs 150,000

LYNN, MASS., ITEM

Daily Cir. 15,504 A. B. C.—2c copy
Population 99,148, with suburbs 125,000

SALEM, MASS., NEWS

Daily Circulation 18,811 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 49,692 A. B. C.
Population 100,000, with suburbs 250,000

TAUNTON, MASS.

DAILY GAZETTE
Daily Circulation 7,909 A. B. C.
Population 38,000, with suburbs 53,000

WORCESTER, MASS., GAZETTE

Daily Cir. Six Mos. 30,155; Mar. 31,783
Population 190,000, with suburbs 250,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,369 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT.

POST-TELEGRAM
Daily Circulation 46,730 P. O.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 28,334 P. O.
Population 150,000, with suburbs 175,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

A Special Christmas Branded Orange

The American Fruit Growers, Inc., is advertising to the jobbing trade a novelty it will offer in oranges this Christmas. With an electric fruit-marking machine the words "Merry Xmas" will be stamped on oranges, put up in special Christmas boxes. "Thousands of people," says an advertisement, "will be made happy the coming holiday by a real Merry Christmas' orange.

"Following the holidays the brand-name 'Blue Goose' will be stamped on each high-grade fancy orange. This, as a novelty and a quality guarantee to the consumer, is the biggest selling feature ever attempted on citrus fruit. Every detail of this famous Blue Goose pack shows careful study and desire to please."

New Display and Sales Service Company at Chicago

A. M. La Piner, who was with Armour & Company for the last twenty years in charge of the oval label department; C. W. Smith, who was with Armour & Company for the last fifteen years in charge of sales and promotion work, and Jonas Perlberg, formerly manager of the National Display and Sales Service and recently manager of the dealer-service department for Morris & Company, have formed the Continental Sales and Display Service, Chicago. This company will handle the sales and display work for several nationally advertised grocery specialties.

Stupendous Smoke Figures

More than 8,300,000,000 cigars were withdrawn for consumption during the fiscal year ending June 30, 1920, and on which the tax was paid to the United States Revenue Department. This was an increase of 17 per cent over the preceding year.

The revenue collected from the tobacco industry during the last fiscal year was \$295,845,377.02—an increase of \$89,842,285.18.

With Farrar Agency, Pittsburgh

E. H. Blichfeldt, until recently connected with the publicity department of the Fort Dearborn National Bank, Chicago, and prior to that an executive of the Chautauqua Institute for many years, has become associated with The Farrar Advertising Co., Pittsburgh.

Falcon Steel Company Plans Advertising

Ralph E. Jones, who has been in charge of the sales promotion department of The Falcon Steel Company, Niles, Ohio, has been made advertising manager. The company is planning advertising campaigns in national and industrial publications.

Lineage for September

PORTLAND (MAINE) EVENING EXPRESS

631,957 Lines

This is about 100% greater space than was carried in either of the other two dailies.

The superiority of the Express as a newspaper for home reading is shown by the overwhelming lead it has in circulation.

It has 75% larger circulation than the second paper. Post Office figures are the proof.

Member A. B. C.

*The Julius Mathews Special Agency
Boston—New York—Chicago—Detroit*

POST (Evening) AND TELEGRAM (Morning)

Connecticut's largest circulation for the greatest results in

BRIDGEPORT CONNECTICUT

One of New England's Greatest Cities.

A Winning Bet for Advertisers.

Representatives

I. A. KLEIN 254 Metropolitan Tower New York, N. Y.	JOHN GLASS People's Gas Bldg. Chicago, Ill.
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PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George F. Russell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 135 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco; 934 Title Insurance Bldg., Los Angeles; 226 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 18bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
C. P. Russell Albert E. Haase
Roland Cole Edward T. Tandy
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, NOVEMBER 25, 1920

Longer Copy An advertising or More agency man told Ideas? PRINTERS' INK the other day

that many of his clients are asking for somewhat longer copy than usual.

Undoubtedly this demand is based on the feeling that the public needs to be more carefully sold than was the case a few months ago. There is no doubt that the consumer is a much more cautious creature than this time one year ago. If the demand for more and longer copy, however, is simply a matter of piling up words, not much good will be accomplished. It may appear to some advertisers

that if 500 words of copy sell a certain amount of goods, 1,000 words ought to sell twice as much. But that is not the case. On the contrary, many an advertiser has gotten twice the results by halving the number of words in his text. In copy, it is not quantity that counts, but content. Selling power resides not in words but in ideas. The thing to be added, therefore, is not more words but more ideas.

Probably the craving for longer copy is due to the feeling that much advertising of late has been too general and must be made more specific. Right along this line, Martin L. Pierce, merchandising manager of The Hoover Suction Sweeper Company, writes to PRINTERS' INK:

"My thought at this time is that national and retail advertising should be so worked out that the attention of prospective purchasers would be called and directed to individual needs. For instance, a jeweler might advertise rings and watches and show presents suitable for weddings and for birthdays; in this way everyone will think of an individual want or need and not of a commodity."

Mr. Pierce's point seems to be that it is time to advertise goods as things to be used instead of regarding them as things that must be sold. There is a thought in this that will stand reflection.

Criticism and Achievement John Hoyle, of Bradford, in England, has just made a suggestion that is interesting and has far-reaching possibilities. Mr. Hoyle, head of big woolen mills in the Bradford section, having been told by various people how to run his business, and being especially set upon as a profiteer by labor, has decided to take action. He has offered to turn his whole business over to the Labor Party for a period of two years. Labor is to find the capital and managers and to keep all the profits. If the business is entirely ruined Mr. Hoyle expects to be compensated.

sell a 1,000 much. On the er has halfv in his quantity. Selling but in added, ds but longer that been made this chan- Coover writes s that advertising at the pur- d. For adver- show es and every- individual com- o be goods l of that ought ation. of in just ges- has Mr. hills ing now ac- his bor. ars. and the en- cts

It has long been a truism that it is far easier to criticise than to achieve. Mr. Hoyle, in dramatizing the statement, is doing the world a favor. Men who demand still more of the profits above the point where the traffic can bear it, should be willing to take them all or risk the chance of loss. The plan has other possibilities. A prominent newspaper publisher has stated that if his advertisers were to take over his paper and run it under the existing conditions of labor and paper costs, they would not be able to reduce advertising rates, but that, on the contrary, they would be forced to raise rates to stay in business.

Under Mr. Hoyle's plan the advertiser who was inclined to doubt the statement would be invited to take the paper over for a two-years' period—the publisher to be reimbursed if the paper went out of business under the new management. The captious copy critic and the man who disapproves loudly of the way a campaign is run might be invited to take over the advertising department for big national advertisers on the same basis.

Mr. Wood, of the American Woolen Company, might even suggest the same plan to those of us who have criticised his merchandising policy—and we be forced to change the delightful atmosphere of Madison Avenue for the less inviting streets of Lawrence, Mass. Truly, Mr. Hoyle has suggested a plan which would add greatly to the spice of life—and greatly also to an appreciation of the other fellow's viewpoint. It is easier to criticise than to achieve.

Sales Execu- The lot of the
tives Need sales manager and
This Help the advertising manager is not an easy one in these times. From all sides comes the demand to sell more goods, get more orders, show more results.

No doubt the seller's market that obtained up until recently was conducive to more or less easy-going methods, and perhaps

some sales and advertising managers fell into a rut which they need to be "jacked" out of. But it is at this point that the chief executive wants to watch his step. He cannot expect always to get adequate results merely by bringing pressure upon his sales and advertising men; for the sales and advertising departments of modern business concerns are not separate entities whose efficiency can be raised or lowered at will. They are—or ought to be—component parts of an *organization*. Their work dovetails and is interdependent with other departments. The burden of meeting a new condition, therefore, ought to be laid not on any one department, but on the organization.

The sales manager, for instance, can produce the best results in these days only when he is supported by an efficient technical management that will reduce costs to the utmost. Wasteful management in other departments is bound to handicap him when it comes to meeting the new competition.

Let uneasy manufacturers, therefore, make sure that the production end of their business is on a sound and efficient basis before they begin to worry about results in the sales end.

Scouting for New Lines

Quite a few publishers and agency men have been worrying about cancellations. Other agency men and publishers have been making plans to build up certain lines of business to take the place of those who have cancelled. Some of the former are having little panics all by themselves. Many of the latter are discovering things which are making them say that 1921 will be the biggest year advertising ever had.

One class of business which is going to come up to take the place of some of the cancellations is the type which is better known to the Bulls and Bears of Wall Street than it is to the general public. The heads of some of the big businesses whose shares

are listed on the New York Stock Exchange are beginning to look at the force of advertising in a new light. Numbers of them have been consulting with advertising agents lately upon the advisability of taking up what is to them a new policy toward the public. They are realizing that public sentiment is nothing but the total of a great many individual minds, and that many of these minds need education as to what big business is and what service it renders. They are beginning to come to the conclusion that advertising is the means whereby business can be translated into terms of service to the world at large.

If advertising is the only real voice of modern business, and as a properly planned advertising campaign is the putting of a corporate character on paper, managers of many big businesses who want a voice now more than ever before have come to realize that advertising is their best and only weapon. The vice-president and general manager of one of America's best known industrial companies said in effect recently in consultation with two agency men: That when two conservative Republican Senators went on record as saying that unless the coal industry cleaned itself up inside, they would bring in bills with teeth in them to nationalize the whole industry, it was time that all big business cleaned up the bad points which it could see itself, and then told the public about its function and its reason for existence.

Frank, good-will, institutional advertising combined with real selling copy is going to be more in evidence next year than ever before. The kind of men who are out scouting for new business which will take the place of cancellations are finding many new lines which promise to be big factors in 1921. The handlers of raw material, the electrical industry and a start in advertising on the part of big corporations are three factors which will help make 1921 a real year for steady advances in advertising volume. And

the publisher or agency man could, perhaps, start two new accounts in the time that he spends in worrying about one cancellation.

How to Stop Corporations Whispering Campaigns which do not make a practice of giving full publicity to their financial affairs tend to be vulnerable to such bear attacks as was witnessed in financial circles last week, with the regrettable false stories attacking the stability of reputable institutions.

A skeptical public interprets a refusal to give publicity to an incorporation's affairs adversely—in the words of Postum, they think "There's a reason." While swollen profits of the past opulent years may have made statements of earnings look like bombing material for labor agitators, PRINTERS' INK believes, as it always has, that publicity creates good-will and helps to stabilize the business.

Whispering campaigns of defamation, for the benefit of those promoting them, can most easily injure companies that maintain the greatest secrecy. Frank publicity creates confidence and makes the public un receptive to slanderous attacks.

After all it is the public that gives a group of men the power and authority to form a corporation, and the public believes it has a right to know something of how that corporation conducts itself after it has been permitted to function. Refusing to give publicity is of the same class as advertising down to the public, from a superior height. That kind of advertising always fails. Those who have most feared that the public would not understand, have been most surprised in the intelligence the public displayed.

Public confidence is the best weapon, both offensive and defensive, that an incorporation can have. Nothing is more potent to create confidence than a frank understanding founded upon publicity.

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What's a Woman's "Business"?

That depends upon the woman. It may consist of washing and scrubbing and cooking. Or, perhaps, it's entertaining and being entertained, dressing and decorating, motoring, golfing and theatering.

Which woman buys what you make, and how she buys it, depends largely upon her "business." If you want to advertise to her, use the publication most closely tied to her "business."

If you want to reach those women of the west who have time, money and ability to appreciate the finer things in life use

FASHION - ART

Basically, their "business" is the same as that of their eastern sisters. But actually, their interests are different—different people, different resorts, different shops.

FASHION-ART owes its unusual success to its ability to meet and satisfy these different interests of the discriminating western woman.

FASHION-ART

RICHARD A. PICK, Publisher
30 N. Michigan Ave., Chicago

Eastern Office—Aeolian Bldg.
33 W. 42nd Street, New York

CUBA JUNCTION IS THE CIGAR FOR THE ADVERTISING MAN—AND IT COSTS ONLY 10 CENTS—\$5 FOR 50. DIRECT FROM THE FACTORY.

All long-filler Havanas, Vuelta Abajo and Santa Clara, Genuine Imported Wrapper, Cuban hand-made, sweet, mellow and fragrant. Nothing like it in the commercial market. Who's Who in Philadelphia have smoked it these 35 years and will have nothing else. Conchitas and Panstelias. A dozen or dozen won't hurt you nor check your speed a bit. Write on your letterhead and the bill will follow the box. And then will come your standing order.

RAMON AZOGUE COMPANY

Since 1885

922-24 Filbert Street, Philadelphia
Send for Descriptive Price List

Merchants Journal

The big distributor of
DRY GOODS
SHOES, CLOTHING,
ETC., in

KANSAS
is the General Merchant. He handles "Everything."

Charter member A.B.C.
Circulation 4000.
Established 30 years.

Topeka, Kansas

"I am Pleased—

with Corn Belt Farmer. It is full of good reading. My wife, daughter and myself read every line printed in it. I own 120 acres and am with you for better farming."—Ralph Harmann.

Total circulation in excess of 150,000
CORN BELT FARMER, DES MOINES, IA.

ASHLAND 7652

BOURGES SERVICE
PHOTO ENGRAVERS
NEW YORK CITY

OFFICE - FLATIRON BLDG-175 FIFTH AVE
PLANT - PARTOLA BLDG-100 WEST 21ST

Economic Education as a Copy Angle

The Certain-teed Products Corporation, St. Louis, is giving its readers, in its copy, what practically amounts to a course in business economics. A current advertisement explains "How the Size of a Dealer's Stock Affects the Price You Pay." The reader is then told that "The paint dealer who sells only the comparatively few colors called for by most people, can sell his paints for less than he could if he also carried a lot of slow sellers.

"It costs money to carry slow sellers. The dealer must charge more for them or get enough extra for fast sellers to even up.

"Certain-teed limits its paints to the popular, fast selling shades, and puts a warehouse or jobber's stocks near enough to every dealer so that he can do a big paint business on a small investment."

These economies, the company claims, make possible a lower price, and in that manner the two are tied up.

Cathedral Is Now Advertised at Movies

Grace Cathedral in Topeka, Kan., is advertising in the moving picture houses with films of the different activities in the parish, such as the congregation leaving the church; the Girls' Friendly Society Cottage; the choir and procession; Bethany College and the girls leaving for church attendance at the cathedral, and scenic pictures of the grounds.

These pictures are run three times daily. The moving picture houses run the film a week in each house. The pictures are very beautiful, and have attracted wide attention. Along with the pictures is certain printed material to acquaint the mind of non-church going people with the cause of the Gospel of Christ. It is planned to run these pictures for a year.—*Churchman*, New York.

Glidden Nut Butter Account with Chicago Agency

The Glidden Nut Butter Company, of Cleveland, and the Toledo Cooker Company, of Toledo, have put their accounts with Henri, Hurst & McDonald, of Chicago. The Glidden company expects to begin at once upon a large national advertising campaign.

The MAILBAG

A Journal of Direct Mail Advertising



APRIL - 1920

The DIRECT-MAIL "HOW"

is answered in this monthly journal of direct-mail advertising. Articles from those who have had practical experience in direct-mail—circumstances, enclosures, house organs, etc. How to Write Letters that \$1.00 a Letter is Not Too Much Money for a Year Mail; How to Conduct a Year Follow-Up; How to Use Mail Salesmen and similar subjects concernful to you. We also answer some of the latest in direct-mail work—if you want the biggest dollar's worth you ever invested in your subscription NOW.

MAILBAG PUBLISHING CO.
2500 E. 10th St., Cleveland, Ohio

You can tell by the December issue that

BUSINESS PERSONNEL

THE MAGAZINE OF THE HUMAN FACTOR IN BUSINESS

is as live as the field it covers.

A practical and interestingly readable publication, from which you can learn what is being thought and accomplished in connection with the personnel questions of industrial and commercial organizations.

\$4.00 a year.

35 cents a copy.

PERSONNEL PUBLICATIONS, INC.,

340 Madison Ave.,
New York City

Phone

Write

Wire

IN THE HEART OF THE COUNTRY

GENERAL PLATE CO.
TERRE HAUTE, INDIANA

OUR central location in the heart of the country gives you the advantage of reduced transportation costs and insures quicker deliveries.

Backed up with a superior personal service and product, we earnestly solicit your newspaper and dealer plate requirements.

ELECTROTYPE
STEREOTYPES

MATS

NEW YORK
OFFICE

125 East 23rd St.
Tel. Gramercy 2204

The Little Schoolmaster's Classroom

VERY often an advertisement that has been particularly effective in one field has never been given a chance to see what would be the result of its use in other fields.

One of the most effective advertisements ever used by the John B. Stetson Company was that of the cowboy watering his pony from a Stetson hat.

The first Stetson hat ever made was sold to a Western cowboy. This later inspired the founder of the business to concentrate his efforts on making big, picturesque hats for cattle kings. The hat was christened "B. O. P."—Boss of the Plains. After the reputation of the Stetson hat was established throughout the West, the company began to turn its attention once more to the East—the so-called style market.

About this time the cowboy advertisement was prepared and taken under consideration. "Fine for the West," was the thought of the company, "but it would never do for the East."

For a while its use was confined to the West, where it proved to be successful. Its popularity grew. Little by little it came to the attention of Eastern dealers. The company made it into a window display card. Before very long dealers in practically every Eastern city used it for counter and window display.

One day a canvass was made of Fifth Avenue dealers to determine the effectiveness of certain display cards. The company was anxious to strengthen its appeal to the style trade. It wanted to get this business as successfully as it had got the Western business.

Fifth Avenue dealers, however, said the cowboy card was one of the most effective business getters they had used. The astonishing thing about it was that it did not sell cowboy hats. It sold style hats!

How is this to be accounted for?

However it is to be accounted for, it proves one thing: An advertisement devised for one locality that produces business in that locality is at least worth a trial in another locality.

Consideration of the foregoing by a group of advertising men provoked one member of the group to ask another if he had ever purchased a Stetson hat.

Yes, he had. Moreover, he was led to do so by this same cowboy advertisement about eight years ago. Why? Was he a Westerner? No, he had never been West at that time and did not know what a cowboy in the flesh looked like. Why then had he purchased?

H'm. He had never thought of it before. Previous to that time and since, style had always been a factor when buying a hat. Ah, yes. Now he remembered. A hat that could retain its shape after being used to hold water for a horse must be a pretty good hat.

The style appeal was right there all the time. What was good enough in the way of style for the American cowboy was good enough for the habitué of Fifth Avenue.

* * *

The Schoolmaster paused the other day to watch a street faker at his work. The peddler soon showed that he was an adaptable and resourceful salesman. He first offered singly such odds and ends as pencils, collar buttons, key-rings and so forth. Finding these moving slowly, the peddler changed his tactics and began to form combinations of objects which he offered in "lots," for a lump sum. That is, he brought together such objects as a pencil, a key-ring, a pocket comb, a collar button, a necktie and a scarf-pin, which if bought singly, he explained, would cost \$2.15.

"The first man who hands me a dollar takes the lot," he said. The attraction proved strong, and



Nov. 25, 1920

A Timely Suggestion to Sales Managers and Company Executives

An advertising and sales executive of more than ten years' experience with the country's foremost automotive manufacturer is available for inspirational sales talks.

He has intimate knowledge of conditions confronting selling organizations and how to stimulate salesmen to profitable action. His talks are suitable for conventions, dinners, and other sales gatherings. His office is in New York. For further particulars address H. C. T., Box 188, care Printers' Ink, New York.

A Man for You

who has written copy on famous national accounts; who has handled all the details of an agency production department; who has edited a trade journal and managed its make-up.

A Columbia University trained journalist, who for years has been writing publicity and selling feature stories to magazines and newspapers.

Now Available.

Address E. M., Box 193,
Printers' Ink.

Export Manager

Young married man, American, college graduate, desires to make permanent connection as Export Manager and General Company Executive with reputable manufacturer (large or small) with office in or near New York.

Offers 12 years' intensive export executive and selling experience and is widely travelled abroad. Satisfactory references. At present acting Export Manager at salary of \$8000. Address: "H. P.," Box 191, care P. I.

while the Schoolmaster looked on, the peddler did \$25 or \$30 worth of business in a short time.

There is no doubt about the fact that lot offers frequently exert a pulling power upon buyers in cases where the offer of the same articles one at a time proves to have no attraction. They are useful to the seller, too, in that they enable him to "average" his prices. Manufacturers have used this method in the past, and now that sales are slow, will probably revive it.

In fact, it was shortly after this incident that the Schoolmaster, by a coincidence, found the same principle being utilized by a manufacturer in advertising to the retail trade. Under the heading of "Average Down Assortments," an underwear manufacturer offered in a trade paper six-lot combinations, as follows:

"For Holiday and January Sales:

"Lot A—\$1,000 of assorted staple and novelty cotton undergarments.

"Lot B—\$500 of assorted staple and novelty cotton undergarments.

"Lot C—\$250 of assorted staple and novelty cotton undergarments.

"Lot D—\$200 assorted silk under-garments crêpe de Chines and satins.

"Lot E—\$200 Porto Rican hand-embroidered and hand-sewn undergarments.

*Personalized Letters
Latest and Most Effective
Form of
Direct Advertising*

GEORGE SETON THOMPSON CO.
608 So. Dearborn St., Chicago

Agency Wanted

Advertising man controlling national accounts, spending about \$200,000 annually, will buy interest in or will purchase outright Eastern recognized agency. Give full details, which will be held sacredly confidential. Address "R. T.," Box 197, care P. I.

SALES EXECUTIVES

WANTED

DUNLOP invites applications from men who can qualify for field sales executive positions.

The men we choose will have an aggressive sales personality and the ability to lead and direct an energetic sales force.

They will also have a thorough knowledge of successful advertising and merchandising fundamentals and will be able to analyze market conditions in their territory in a way that will produce the successful distribution of our product.

A knowledge of tire sales is not necessary.

To receive consideration you must admit (in writing) a complete review of your business history, also enough of your personal history to make us feel acquainted.

Please attach a recent photograph of yourself to your letter, and rest assured that your communication will be held in strictest confidence.

ADDRESS

MANAGER, SALES PERSONNEL DEPT.

DUNLOP TIRE AND RUBBER CORP.

BUFFALO, N. Y.

Nov. 25, 1920

WANTED Business Promotion Manager

Large New York organization requires a man of virile personality, wide acquaintance and business ability, who is able to solicit and obtain the right kind of business. An unusual high salaried position, the only one of its kind in New York. Write particulars. Address

S. W., Box 195, care Printers' Ink

MORE MAIL ORDERS

Subscriptions, renewals, classified, etc., result at less cost than any other method known, using

PALLEN'S MAIL ORDER DEVICE

The higher percentage of returns it produces will amaze you. Write for sample. Address

J. PALLEN & CO., Columbus, Ohio

CUTTING THE COST of Publication Printing

is an easy matter with the very newest labor-saving equipment and an up-to-date printing plant. Let us estimate on your publication and be convinced.

**THE DRUCKER PRINTING CO.
133 Mercer Street, New York City**

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. \$1; 1 year \$2.
POSTAGE 18 East 18th St., New York City



Howell Cuts

for houseorgans
direct mail and
other advertising
ask for proofs
Charles E. Howell, 507 Fifth Ave., New York

"Lot F—\$250 assorted flannelette under-garments.

"Each of these lots can be assorted according to your needs. Wire or write your order at once, stating details of your requirements."

* * *

When the Schoolmaster saw a letter to PRINTERS' INK from S. W. Eckman, president of B. T. Babbitt, Inc., that was printed in PRINTERS' INK a couple of weeks ago, and in which Mr. Eckman tells of some of the advertising "stunts" that B. T. Babbitt originated, he was reminded of an experience which showed that the Babbitt organization is still alive to the value of "stunt" advertising.

The Schoolmaster had asked the telephone operator to call B. T. Babbitt. The operator asked, "Is that the company that makes '1776' washing powder?" "Yes," said the Schoolmaster. "Well, that's their telephone number," replied the operator.

* * *

There is a young man out in Greenfield, Indiana, whose name is Billy White, Jr., and some day he is apt to be a copy writer in an agency. The Schoolmaster is willing to give Billy this public-

Unused Postage Bought

We buy unused postage stamps of any amount or denominations for spot cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, jewelry, War Bonds and Stamps—anything valuable. Goods returned within 18 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co. 283 Lenox Bldg., Cleveland, Ohio.

BETTER PRINTING for less money

Send for Free Samples!

10,000 4-page Folders, 3½x4½ inches . . .	\$45
10,000 4-page Folders, 4x3 inches . . .	55
10,000 4-page Folders, 6x9 inches . . .	75
10,000 Circulars, 6x9 inches . . .	30
10,000 Circulars, 9x12 inches . . .	50
10,000 Circulars, 12x18 inches . . .	65
10,000 Bond Letterheads, 8½x11 inches . .	35
10,000 Envelopes, 3½x6½ inches . . .	35
All other printing at low prices. Samples free!	

E. B. Fastus Co., 525 S. Dearborn St., Chicago

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Nov. 25, 1920

PRINTERS' INK

197

ity, because it is a pretty sure bet if he ever does become one of that great body of men who describe for the benefit of the whole public the sort of merchandise which will serve them best, he will be a sincere copy writer.

Witness what is, perhaps, his first piece of copy, from the Greenfield *Daily Reporter*. It has descriptive power, sincerity and surely there is no overstatement in his offer to pay a "small reward."

LOST—Will some little boy or girl find my kittie for me? It is a Maltese, has white throat and four white feet. I will pay a small reward, or take you to the show. Billy White, Jr.

Ask the Dealer to Eat the Product!

Instead of asking the retail grocer to "stock-up on Ralston" in its trade-paper advertising, the Ralston Purina Company, of St. Louis, is asking the retailer to eat "Ralston."

"Actual test on your own table is the surest way to gain Selling Knowledge," this company says; "the best talking points about anything you sell. Such knowledge, based on such facts, helps you to make more profit by selling more goods.

"Take home a package of Ralston. Learn what wholesome food, appetizing, rich-flavored, this Ralston actually is.

"Then you will know why people like Ralston from the first taste; why they keep on liking it; why we guarantee the consumer's satisfaction or refund the money. Probably you will get to be a Ralston 'fan' too, once you learn how good Ralston is. Suppose you try it to-morrow morning?"

THE RICHEY DATA SERVICE

November Bulletin—sent you without cost—tells you now you can have the latest data on sales, advertising and business conditions for instant pocket reference. Ask for it.

THE RICHEY DATA SERVICE
43 Meridian Life Building, Indianapolis, U.S.A.

Can you fill this job?

Can you write genuine human interest copy; prepare and execute direct mail campaigns on a large scale and get results? Do you know circulation, publicity and promotion? Are you an executive—old enough to have had broad experience and young enough to be aggressive, enthusiastic, ambitious? Can you prove it?

For such a man here is a big job with a big future—an unusual opportunity to connect with one of the largest publishing houses in New York City. Write fully and confidentially about yourself and what you have done; state age, and your idea as to salary. Address J. W., Box 196, PRINTERS' INK.

ASK The Search-Light

Anything You Want To Know

—FOUNDED IN 1895—

For business expansion—reliable information. For educational purposes—expert consultation. Our staff of practical business researchers, economists, statisticians, historians, can serve you either way. Information library comprising millions of classified reports, records, articles, clippings, pictures—all subjects. Methods tested by 30 years' experience

EGERT GILLISS HANDY
Founder, President and Executive Chairman
Francis Trevelyan Miller, LL. D., Litt. D.
450 Fourth Avenue, New York Editor-in-Chief

SPOT CASH

WE BUY

Job Lots, Close-Outs,
Discounted Stocks, etc., in
all lines. No quantity too large.
Quick Cash for business.
Send Samples and Full Particulars
BARGAIN BULLETIN FREE
FANTUS Bros., 521 S. Dearborn St., CHICAGO
WE BUY ANYTHING

ATTRACTIVE OPENING FOR RIGHT MAN!

WANTED—Man, experienced in TRADE JOURNAL WORK, who is competent to assume management of a monthly magazine of 40,000 circulation. To take full charge of editorial and advertising departments. Circulation already secured. Must give entire time to this work and must come well recommended as to experience and ability. Only man of good moral character wanted. Magazine to be published in Middle West. "D. R." Box 21, care PRINTERS' INK.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

COPY AND LAYOUT MAN

Experienced in retail advertising for progressive agency. Must be quick and have initiative. Good salary and prospects. Address Box 401, Printers' Ink.

Wanted—Advertising solicitor acquainted with the manufacturers of boys' clothing. Established territory in New York City and out of town. Salary to start, \$40 per week. Box 416, Printers' Ink.

A traveling advertising solicitor wanting profitable side line, will find it in a national trade publication. Largest in field and which can furnish good leads. Address Box 402, care of Printers' Ink.

Wanted a special representative having valuable acquaintance with New York advertising agents. Also another for Chicago to represent a trade publication having largest circulation in its important field. Box 403, Printers' Ink.

We want a copy man who can take care of some trade-paper advertising, who can lay out and write folders for sheet-metal products, household ware, etc., working with the advertising manager. Pittsburgh district. Box 396, Printers' Ink.

Advertising Manager and Salesman
Because of other business connection I am looking for a man to manage a well established advertising business. Will consider partnership without financial investment. Give complete particulars of experience. Box 398, P. I.

MALE SECRETARY—The president of a company located in the South, manufacturing a nationally advertised product, needs a secretary, of experience, education, tact, Christian, preferably raised in small town. Give sufficient information—which will be confidential—in first letter to warrant interview. Box 428, Printers' Ink.

Specialty Salesmen Wanted

We have an attractive proposition for high grade Specialty Salesmen who can show ability to act as District Managers. A Nationally advertised Office device of exceptional merit. A necessity for every desk. Address Sales Manager, Ever Ready Mfg. Company of Boston, No. 9 Knapp Street, Boston, Mass.

NEWSPAPER ARTIST, who can handle pen and ink and black and white wash for rotogravure work. Permanent position with live metropolitan newspaper. State experience and salary wanted. Applicants must be prepared to send samples. Address Box 408, P. I.

WANTED—Experienced man to take charge of catalog and advertising department with old-established wholesale jobbing house in Indiana. Must understand catalog work and have some knowledge of general merchandise, notions and jewelry. Give complete particulars and experience. References required. Good future for the right man. Box 429, P. I.

ARTIST

There is a good opportunity for a high-grade figure man in the art department of a large lithographic establishment. Address Box 425, care of Printers' Ink.

Assistant Advertising Manager—By one of largest department stores of Middle West, which handles its advertising on a news basis. Excellent opportunity for good newspaper man or advertising man with newspaper experience who has executive ability as well as ability to write forceful editorial, news and feature copy. In first letter state age, experience, and send samples of work. Box 424, Printers' Ink.

COPY WRITER AND SOLICITOR
A man who can sell advertising in the modern way and who can write the copy for such accounts as will be given him can find a permanent position with one of America's best known newspapers. This is an opportunity for an aggressive fellow who thinks he is a comer and can prove it. State experience, salary wanted and if possible enclose photo, which will be returned. Applications treated in strict confidence. Box 409, P. I.

Accountant-Executive

A very high grade senior accountant and office manager with extensive newspaper and public accounting experience for large national organization. Capable taking full charge. Permanent position with early promotion for the right man who can demonstrate complete training, experience and personality. State full details of experience, age, salary desired, references, and when available. Only interested in men earning over \$3,000. Confidential. Box 395, P. I.

ADVERTISING SALESMAN FOR GROUP OF HIGH GRADE CANADIAN BUSINESS PAPERS

We would like to get in touch with a man who knows Canada and appreciates the vast possibilities of the Canadian market, and who enjoys an acquaintance with New York and adjacent territory.

We have an attractive proposition embracing five technical publications (all members A. B. C.), each carrying a nice volume of business.

State age, business experience, initial salary and date available. Box 399, Printers' Ink.

**Assistant Circulation Manager
Wanted**

Large, nationally-known publishing house desires competent young man for a position of responsibility, and one where initiative and steady application will bring quick advancement. Applicant must have knowledge of newsstand promotion work. Address, stating age, qualifications and salary desired, Box 439, care of Printers' Ink.

A large and progressive textile manufacturer just starting an advertising campaign through a leading agency requires the services of a man not over 35 as assistant to the sales manager. The duties are the handling of advertising and selling correspondence. The right man will be paid a good salary and afforded a rare opportunity for advancement. Preference will be given applicants with textile experience.

This is an unusual opportunity for a hustler and only a good man can fill the job.

Replies should fully state qualifications, age, nationality, etc., and will be treated in strict confidence. Box 437, care of Printers' Ink.

**WANTED
ADVERTISING
MANAGER**

for large corporation making superior quality food products. Desirable position for high-class man thoroughly familiar with such advertising and distributing. State experience and reference in full. All communications confidential.

**BOX 417,
PRINTERS' INK**

MISCELLANEOUS**FREE LANCE ARTISTS**

Wishes to co-operate with the advertising department of one or two concerns. Has a small organization which can render *real* service and produce high-grade drawings that fit the copy. Box 413, Printers' Ink.

**WANTED
MULTIGRAPH EQUIPMENT**
Give full particulars with price.
THE NATIONAL SELLING CO.,
Allentown, Pa.

**OFFICE APPLIANCES—
STATIONERY SPECIALTIES**

Experienced writer can prepare effective advertising matter for this field on piece-work basis. Box 431, Printers' Ink.

CORN REMEDY

I have developed an entirely new and decidedly striking advertising copy plan for a corn remedy. If interested, address I. A., Suite 1013, 23 East 26th St., New York.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

Copy Specialist

A new copy angle—a new line of appeal—that will get your message over. Also sales letters that sell. Box 432, Printers' Ink.

PUBLISHERS**WE SOLICIT ADVERTISING**

We wish to add a few first-class publications to our list. Will consider offer on exclusive rights for one publication. Advertisers' Service, 1361 Webster Avenue, New York.

EXPORT SALES AGENTS, with established connection abroad, and acquaintance with best New York firms, can handle another good line. Automobile or Hardware preferred. Address Responsible 18, 98 Park Place, New York.

I have a one-man advertising business—a service agency with a small organization—but established and making money. I want to combine with one or two other men who are also making good but want to grow. If your own business needs broadening and more strength, or you are in a big agency and can swing accounts for your own, such a combination may offer profits to us both. Write to Box 410, Printers' Ink.

INEXPENSIVE HOLIDAY GIFTS that are useful as well as ornamental**20th CENTURY SIGNATURE BLOTTERS**

Nifty, dainty, dandy—important "little things" in business. Increase efficiency in handling mail work. A welcome addition to the desk equipment of every business man. M. W. Tracy, President, First Trust & Savings Bank, Chicago, write us: "Indeed a rather clever Advertising Novelty. My personal opinion is that you will find a broad demand for this article." A GREAT ADVERTISING IDEA—No other specialty more direct, intensive, useful or less expensive. No matter what you sell, these will help you sell more. Supplied promptly with your advertisement enclosed at \$7 per 100.

For sample, please enclose a dime.
AMERICAN NOVELTY MANUFACTURING CO., 823 Lincolnway, Valparaiso, Ind.

Nov. 25, 1920

8" x 12" Chandler & Price Press for sale; long fountain; excellent condition. Now running. Manufactory No. 26051. \$100.00. Post Office Box 66, Athenia, N. J.

FOR SALE—An established Illinois ADVERTISING AGENCY and SERVICE COMPANY, with high-class clientele. Here is your opportunity provided you are responsible. We invite investigation. Only responsible parties need apply. Box 394, Printers' Ink.

Ex-European journalist with connections all over the world. Thorough knowledge of foreign languages (French, Spanish, Italian, Russian, German, etc.), and foreign newspapers, would like to hear from American advertising man or advertising agency interested in establishing an international advertising agency and domestic foreign-language press agency. Reply to G. P. O., Box 351, New York City.

Printers, this is your opportunity. Must be sold at once. I have several PRATICALLY NEW, RIGHT UP-TO-DATE BABCOCK OPTIMUS Two Revolution PRESSES. Exceptional BARGAIN if purchased before removal. These presses have bed 45x63 and will take a 44x60 sheet. Possess every modern improvement, including geared angle rollers with vibrators, extension delivery, counter, slitter and motor base.

60-inch MODERN DEXTER AUTO POWER PAPER CUTTER. 57-inch Oswego AUTO PINKING MACHINE with 50 feet extension table and electric cloth cutter. Several Sheridan large Embossing Presses. Write at once, as I must vacate premises. Box 404, P. I.

POSITIONS WANTED

I want to represent a trade paper in Philadelphia
HARRY McCABE
2234 S. Woodstock Street,
Philadelphia, Pa.

YOUNG MAN, 25, eight years' thorough, practical agency experience, desires change; rates, billing, checking, paying; excellent references. R. J., Room 1, 2010 Broadway.

Advertising Cub desires permanent connection with agency or advertiser. Three years' practical experience in layout. Idea-originating. Also some art completing. Box 427, Printers' Ink.

Advertising Manager

Now with large national advertiser, is looking for connection where future opportunity means much more than present salary. Thoroughly experienced in national and retail advertising, printing and engraving, mail-order and sales development. Quick action preferred. Box 412, Printers' Ink.

Printer, discontinuing business, can take charge all production detail. Unusual typography and copy. Moderate salary if opportunity. Box 434, care of Printers' Ink.

College man, age 24, experienced in terse merchandising copy, seeks permanent connection with reputable advertiser. Either New York City or West. Box 419, Printers' Ink.

If you are looking for a capable and conscientious stenographer, secretary (female), with a high-school education and eight years' experience, salary \$28, write Box 415, Printers' Ink.

ADVERTISING COPYMAN

Direct-mail and catalog specialist, capable of managing full department and planning campaign. Ten years' experience, voluminous copy exhibit. Salary \$60. Box 438, Printers' Ink.

Artist—Now employed; all around commercial man with newspaper and magazine advertising experience, desires to change to concern offering greater opportunities. Box 418, Printers' Ink.

Square Peg for Square Organization
Young man, 21, college educated. Three years' agency experience; now employed at production, layouts, etc., at \$30 week. Copy-writing and sales-letter knowledge. Box 426, Printers' Ink.

COPY WRITER—Wide agency experience on national accounts, including agricultural and automotive. Want place with agency or as advertising manager. Go anywhere. Box 381, P. I., Peoples Gas Bldg., Chicago.

Artist—Visualizer—Art Mgr.

Is open for a position in New York; twelve years' experience in the production and handling of advertising art work. Box 436, Printers' Ink.

ADVERTISING SALESMAN

29; keen, capable producer and organizer; six years' varied magazine and trade-paper experience, selling space. Tabulated sales record. Excellent reasons for desiring change. Earning power \$8,000 to \$10,000, commission. Available Dec. 15th or Jan. 1st. Box 422, Printers' Ink.

SALES EXECUTIVE

Who is the proud possessor of jobbers' and dealers' good-will and confidence. Also the unbreakable loyalty of his sales force.

My five years of success as district manager of California, Nevada, Arizona territory, built on actual experience and not theory, is of great value to a manufacturer of grocery specialties seeking a man of proven ability and mature experience for the California territory. Strict attention to all details and my ability to pick and hold good men is a great asset. Headquarters, if possible, Los Angeles. Salary \$3,000 at least. Age 36. Open January 1st. Address Box 406, Printers' Ink.

Nov. 25, 1920
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Advertising and sales manager, located New York City, seeks part-time connection with progressive concern; twenty years' experience with agencies and national advertisers. Box 430, P. I.

Copywriter and Artist

who have originated campaigns for several large firms can serve a few clients who desire paying ads and literature at low cost. Specimens of our work submitted. Address Box 407, P. I.

Advertising Salesman and Manager, over twelve years in general and class magazine and trade publication work, wants responsible position. Resourceful worker; producer; large acquaintance; good standing New York and Eastern territory; best references; letters confidential. Box 421, Printers' Ink.

NEGOTIATIONS ARE INVITED

from Chamber of Commerce officials in quest of a secretary, in cities with vision and whose citizens believe in team-play; where an executive with organizing and administrative ability will be appreciated. Experience: two years municipal work, eight years publicity and sales, four years managing secretary Chamber Commerce. A record of results. Employed. Ask for details. Address Box 433, Printers' Ink.

University Education Experience

in FACTORY, DRAWING-ROOM,
ENGINEERING DEPARTMENT.
INQUIRY AND SALES TRAIN-
ING. They enable me to render
you service. Box 411, care of
Printers' Ink.

COPY THAT GETS OVER

Ads or letters. Snappy, terse, descriptive, imaginative. Whatsoever most pertinent. If I set out to awaken new door-mat interest—I would awaken it! The hackneyed classified reads: "Hard work, combined with ambition and conscientiousness." One might have all of these and yet lack the salient competency. I offer IDEAS plus WORK plus AD-INSTINCT. Now employed New York. Searching OPPORTUNITY here! Box 435, Printers' Ink.

IN ATLANTA

Some manufacturers considering opening branch office here might find me ideally equipped to handle same. Last nine years have traveled most all Southern States selling advertising—lithography—manufacturers and retailers. Prior to coming South was bookkeeper, then advertising manager and business manager daily newspapers in East. Am considered keen analyst, excellent advertising and merchandising man, able correspondent and clever salesman. Married with family; own my own home here; age thirty-six. Will come North if opportunities favorable. Open for desirable connection offering future. Willing to do some traveling. Address Box 420, Printers' Ink.

RETAIL ADVERTISING

EXECUTIVE

AVAILABLE JAN. 1st

Fifteen years' retail experience; 10 years' advertising and sales executive leading department stores, including three years with Bamberger's, Newark, N. J. (Ask them about me.) 35 years old. College man. More than an advertising man—a progressive sales manager and all-around store executive. Well fitted for agency and national advertising work. Edw. B. Houseal, 1023 Salem Ave., Dayton, Ohio.

Export Manager and Salesman—American, with successful record in Executive Office and Field work, desires to connect with high-grade concern. Former affiliations:

**EXPORT MANAGER, HOLOPHANE
WORKS OF GENERAL ELECTRIC
COMPANY IN CHARGE OF EX-
PORT DEPARTMENT, ROYAL TYPE-
WRITER COMPANY, ASSISTANT
EXPORT MANAGER, VICTOR TALK-
ING MACHINE COMPANY.**

At present Export Manager of an organization for whom he inaugurated a Foreign Department and built up a substantial foreign trade. Box 423, P. I.

Ready for REAL Work—

An agency needing an advertising writer and contact man can profitably employ my services.

During eight years of intensive business training I have successfully promoted sales through correspondence—sold advertising for a class publication—planned and executed dealer campaigns for many large hardware manufacturers.

My present employment in the advertising service department of a leading hardware trade paper does not allow me to exercise my abilities in full, thus the desire to ally myself with a first-class, well-rated advertising agency.

Can you use me?

**BOX 414,
PRINTERS' INK**

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

**PRINTERS' INK PUBLISHING CO.
185 Madison Avenue -- New York**

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The value of a dollar
can only be measured
by what it will buy.

Outdoor advertising
giving continuous in-
creased advertising
efficiency at less cost
than any other me-
dium increases to
great proportion the
dollar spent for pub-
licity.

Thos. Cusack Co.

Harrison and Loomis Sts.
CHICAGO

Broadway at 25th St.
NEW YORK

Nov. 25, 1924



Chicago Tribune Flashes Election Returns to Yankeedom in Europe

Mine-sweeping American tars in the North Sea, relief workers in Constantinople, doughboys along the Rhine, diplomats and business men in Paris, homesick "hoosiers" and "suckers" in Berlin—all these and more received returns on election night as guests of The Chicago Tribune.

European statesmen and journalists marveled at the fact that the news was distributed to The Chi-Trib Parties throughout Europe within fifteen minutes of the time it was known in America.

Preparations were made well in advance by the staff of The Chicago Tribune's European Edition—an American newspaper which has been printed in Paris every day for the past three years. Theatres and halls were rented, special wires, telephones and wireless rights leased, and invitations sent out to the wandering Yanks of Europe. The map below shows how the news of the Harding avalanche was spread.

Enterprise and Organized Service Build Tribune Prestige

Advertisers buy Chicago Tribune space because it offers enormous circulation concentrated in the world's most desirable market. They are repeatedly surprised when overwhelming results surpass their expectations:

This excess return is due to the prestige which The Tribune has won with its readers by generations of service, originality, daring and efficiency, as exemplified by the election night parties throughout Europe.

